

HEAD OF FUNDRAISING AND COMMUNICATIONS

VISION

To empower marginalised Moroccan girls to fulfil their potential, by providing them with access to education, reducing social injustice and inequalities, and so improving the quality of life for women, and their communities.

MISSION

To support established partners, adapt and 're-build' their post-earthquake service capacity for girls, and new partners with complimentary projects sharing the same vision.

BACKGROUND

EDUCATION FOR ALL MOROCCO is a UK charity (No: 1124500) which has historically raised funds to support the activities of the legally constituted Association of the same name in Morocco, which prior to the 8 September 2023 High Atlas earthquake, ran six boarding houses catering for girls and young women, enabling them to access senior school education.

The earthquake resulted in 500+ schools destroyed or damaged, 100,000 children education interrupted, the loss of 3,000 lives and 380,000 people made homeless. 5 of 6 EFA boarding houses were destroyed. Fortunately, no girls or staff were in the houses at the time of the disaster.

STRATEGIC OBJECTIVES

Due to the generosity of donors immediately after the earthquake, EFA has funds in place to support rebuilding. However, EFA had already decided to expand its footprint because of the impact of Covid-19, described by UNICEF as "the largest disruption to education in history" by UNICEF (Building Back Equal, For Adolescent Girls 2022-2025). To support initiatives designed to overcome the educational interruption, caused by the Covid 19 pandemic and the earthquake EFA Morocco's 2024-2027 Recovery strategy is designed to:

- 1. Strengthen the longstanding reciprocal relationship with Educational For All (Association).** This will enable us to support the Association to provide new initiatives, consolidate post- earthquake relationship with girls, staff, and communities. Funds given by donors in the aftermath of the earthquake to support 'rebuilding' ring fenced.
- 2. Develop relationships with new partners who share our vision.** This will enable us to have greater impact. It will enable us to employ funds rapidly, build a wider network, benefit from synergies, learn and share more knowledge, diversify risk

CORE VALUES

Empowerment is at the heart of our vision and mission and signifies our commitment to equipping girls with the tools, knowledge and support they need to take control of their own

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lives and to fulfil their potential. Our focus on empowerment extends to the way we work with staff and project partners.

Transparency & Openness build trust with beneficiaries, donors, partners organisations and regulators, foster a culture of trust and cooperation and are integral to remaining sustainable and relevant.

Integrity is the bedrock of our credibility. By maintaining the highest ethical standards in all our own actions, we seek to foster a culture of trust and high ethical conduct among all our stakeholders.

Respect is fundamental in our work, underscoring our dedication to valuing the dignity of every girl. We seek to foster a culture of mutual respect and collaboration among all our staff and project partners.

JOB SPECIFICATION

1. Ensure compliance with safeguarding, code of conduct and whistleblowing policies.
2. Develop positive relationships with trustees, colleagues, partners, key stakeholders.
3. Develop a fundraising and communication strategy and be responsible for its successful implementation against agreed targets.
4. Plan and execute fundraising events and campaigns.
5. Secure new funding opportunities by undertaking prospect research to identify, engage and cultivate relationships with new types of donors (individuals, corporate, schools, trusts and foundations)
6. Agree annual budget with trustees to support these activities.
7. Nurture strong relationships with longstanding, current donors, individual, corporate, and high value with targeted strategy, developing a range of benefits, products, events (including logistics and content), and engagement opportunities.
8. Ensure all donor communications are logged into EFA's dedicated donor management database and are compliant with the fund-raising code of practice.
9. Maintain accountability, through effective account management and written reports.
10. Responsibility for drafting and executing EFAs communication & digital multichannel strategy, including website, multi-platform social media operations.
11. Liaise with EFA's Head of In Country to match funding opportunities with the right projects and package these accordingly with robust proposals, monitoring systems and budgets.

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12. Be the credible public face of Education For All, and effectively communicate our vision, mission, and impact to maximise funding opportunities.
13. Build EFA's position, profile, and relationships with key stakeholders in Morocco, United Kingdom and globally, to position EFA as a thought leader within its field and inspire donors.
14. Represent EFA at conferences, networking opportunities, speaking engagements, writing proposals and reports, compelling use of social media, to cultivate fund raising opportunities.
15. Ensure all fund-raising activities comply with legal and ethical standards and is constantly updated to reflect best practise, relevant legislation, and industry trends.
16. Liaise with the Information Commissioner's Office and Fundraising regulator to ensure privacy compliance.
17. Reporting to all trustees on a regular basis as required by trustees.
18. Attending an annual strategy weekend in Marrakech.
19. Participate in a biennial appraisal and performance process and fulfil any training and development needs which are identified.
20. Ensure a confident understanding and remain compliant with all EFA policies and protocols.
21. Undertake other duties within the scope, spirit, and purpose of the job, as reasonably requested by the trustees.

PERSON SPECIFICATION

	What?	Why?
1	Educated to degree level or equivalent.	A foundation for critical thinking and problem-solving.
2	Passion to improve the lives of EFA girls & young women.	Credibility, dedication, and motivation in the role.
3	Understanding of the EFA development context.	Understanding of the context in which EFA operates, facilitating strategic planning & relationship building.
4	Experience in fundraising, partnerships and / or business development.	Knowledge of research techniques, fundraising information, drive to revenue generation, crucial for securing funding.
5	Track record in corporate and major gift fundraising.	Ability to secure significant donations critical.
6	Access to a network of potential donors.	Leveraging existing connections and expanding EFA's donor base.
7	Track record in bid development and grant proposal-writing.	Effectively communicating mission and securing funding.
8	Experience of working for a small charity.	Familiarity with challenges, indicating adaptability, hands-on approach.
9	At ease working independently.	Vital, independent decision-making.

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10	Take initiative, prioritize workload without supervision.	Self-motivation, ability to manage responsibilities independently.
11	Self-motivated in seeking out new opportunities.	Proactive approach to fundraising & relationship building.
12	Flexible working hours when required.	Accommodating donors, events and activities.
13	Excellent relationship management and interpersonal skills.	Cultivating donor relationships, collaborating with diverse range of stakeholders.
14	Excellent communication skills	Complex information, ideas, clarity, compelling pitches, engage stakeholders.
15	IT & multichannel Social media savvy	Utilizing digital tools for communication, donor management, fundraising.
16	Financial and budgetary management experience:	Overseeing fundraising activities, ensuring financial sustainability.

Education For All is committed to safeguarding and actively promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. As part of this commitment, we undertake basic disclosure checks for all roles within the Trust, and for our roles working directly with young people, at an enhanced level. We will conduct a social media screening process for shortlisted candidates. Having a criminal record will not automatically exclude applicants.