

Job Announcement



Director of Fundraising and Marketing

The deadline for applications is Sunday 21st April 2024.

Location:	London, UK
Location type:	Hybrid
Reporting to:	Chief Executive
Annual salary:	£90K GBP
Contract type:	Permanent
Working hours:	Full-time
Candidate level:	Director

Background

[Medical Aid for Palestinians \(MAP\)](#) works for the health and dignity of Palestinians living under occupation and as refugees. MAP is the leading UK charity delivering health and medical care to those worst affected by conflict, occupation and displacement, in the occupied Palestinian territory, including Gaza, and Lebanon.

MAP is in a period of ambitious growth and rapid development, as we respond to the massive humanitarian crisis in Gaza, the West Bank, and Lebanon. Due to this growth, we are seeking a Director of Fundraising and Marketing to lead the development and delivery of an ambitious and data driven fundraising strategy.

Purpose of role

The purpose of this role within MAP is to build a high-performing fundraising and marketing team in the UK, and in new international markets, to drive and stabilise significantly increased fundraising performance across a range of income streams. The post holder will lead the development and

delivery of an ambitious and data driven fundraising and marketing strategy to successfully deliver MAP's new five-year vision.

Primary responsibilities

This job description does not form part of your contract of employment and can be amended from time to time as the needs of the organisation require.

The job holder will have the following key responsibilities:

Leadership

- Champion fundraising across the organisation.
- Be an inspiring ambassador for MAP and ensure this is reflected in the strategies, outputs, and behaviour of the fundraising team.
- Actively contribute to leading Medical Aid for Palestinians as a member of the Senior Management Team (SMT).
- Work closely with the SMT to ensure that appropriate processes and systems are in place across the organisation, including delivery against KPIs.
- Attend and actively participate in MAP's Board meetings and relevant Board Committee meetings providing updates, necessary reports, and feedback on MAP's fundraising and marketing.
- Lead cross-organisational projects in line with organisational strategy and direction.
- Build strong working relationships with colleagues across the organisation at all levels, adopting and encouraging a collaborative working approach.
- Keep abreast of, understand, clarify, and implement new or changes in relevant thinking and legislation, especially those directly affecting fundraising.
- Monitor and manage risk in accordance with MAP's risk management policy.

Fundraising

- Lead the development and delivery of an ambitious and data driven fundraising strategy across a range of income streams to successfully deliver MAP's new five-year vision.
- Build and inspire a high-performing and results-oriented Fundraising Team focused on delivering sustainable income to maintain and build on recent organisational growth.
- Ensure that MAP's fundraising is supported by appropriate business/activity plans, and sound financial plans and budgets; and that performance is regularly monitored and evaluated against plans and budgets.
- Set, monitor, and deliver annual income and expenditure targets.
- Foster a culture of ambition and innovation and support the team to research, develop, and implement new fundraising approaches to recruit new donor groups across all income streams.
- Drive change and implement new ways of working across fundraising and the wider organisation in support of fundraising effectiveness.

- Manage relationships with key supporters and stakeholders and attend meetings and networking events to unlock new opportunities.
- Strengthen and build on existing supporter relationships, ensuring that all supporters receive a first-class experience.
- Support the team to develop professional and engaging fundraising materials including fundraising propositions, applications, proposals, appeals, pitches, and reports.
- Take overall responsibility for fundraising compliance and ensure that in all relevant areas, MAP complies with the law, regulation, and stakeholder and contractual obligations with third parties.
- Maintain oversight of the supporter database to ensure integrity, legal compliance, and suitability for MAP's fundraising strategy.

Fundraising Development

- Work with the Head of Individual Giving to deliver and implement a strategy which prioritises both the retention and acquisition of new donors, enhances the use of digital products, platforms, and channels and delivers the highest standard of supporter care and donor stewardship.
- Work with relevant colleagues to deliver a new strategy and plan which prioritises deepening and strengthening existing relationships and building a strong pipeline of new prospects to deliver multi-year funding from major donors, high profile supporters, trusts, foundations, and companies.
- Lead the adoption and use of a newly installed Microsoft Dynamics CRM to effectively support data-driven decision making and relationship management to generate supporter insights in support of increased fundraising.
- With the CEO and SMT, agree and invest in a scaled-up approach to fundraising internationally.

Brand and Marketing

- Working in collaboration with the Director of Advocacy and Communications, lead the development and delivery of an integrated marketing and communications strategy that is driven by audience insight.
- Build and inspire a high-performing and results-oriented Marketing Team to build a community of supporters by delivering a seamless supporter journey that promotes MAP's work and delivers greater income generation.
- Ensure our brand and identity are strong and supported by authentic high-quality messaging, delivering integrated campaigns across all our channels that turn increased recognition into active support for MAP's work.
- Increase brand awareness and brand attribution, creating an authentic and compelling voice for MAP which centres on Palestinian voices, including the voices of the people MAP serves.
- Empower teams across MAP to successfully deploy our brand.

- Work in partnership with the Director of Advocacy and Communications to ensure content is up to date, factually accurate and to manage reputational risk.

People Management

- Create a high-performing team that is ambitious and passionate about MAP's vision.
- Provide line management to direct reports, setting, and monitoring individual performance objectives and motivating the team to be innovative and professional in its thinking and delivery.
- Ensure all fundraising staff receive consistent and motivating direction and feedback to enable them to work to the best of their ability.

General Responsibilities

- Support the mission, ethos, and values of MAP.
- Carry out other associated duties as may arise in line with the broad remit of the position.
- Support and promote diversity and equality of opportunity in the workplace.
- Be flexible and carry out other associated duties as may arise, develop, or be assigned in line with the broad remit of the position.
- Maintain and improve competencies through continuous professional development.
- Abide by organisational policies, codes of conduct and practices.
- Treat with confidentiality any personal, private, or sensitive information about individual organisations and or clients or staff and MAP data.

Profile

The following offers an aspirational view of our ideal candidate profile; however, we encourage applications from candidates with a wide range of experiences and backgrounds, especially those from underrepresented groups.

Experience

- Extensive relevant experience and a proven track record of delivery of income growth across multiple fundraising channels in a fast-paced and rapidly changing context.
- Knowledge and/or experience of fundraising through direct marketing, trusts and foundations, corporates, major donors, challenge events, community fundraising, and digital marketing.
- Experience of relational databases and of analysing and presenting data to make informed decisions.
- Experience engaging and stewarding relationships with donors at all levels
- Proven experience producing successful proposals for large scale projects.
- Experience planning, prioritising, and managing multiple projects simultaneously from start to finish.
- Experience in international fundraising.
- Experience in strategic planning, budgeting, and forecasting.

- Experience managing staff across different fundraising areas.
- Experience working at SMT and reporting at Board/Trustee level.
- Experience working with international teams and/or on international issues. (Desirable)

Skills

- Significant gravitas and an excellent networker, communicator, and influencer who is at ease and skilled in representing and promoting an organisation with different audiences, at different levels and in different contexts.
- Highly proactive and effective at collaborating with others, building relationships and partnerships.
- Excellent judgement, including in balancing short and long-term priorities, focusing on key issues, and identifying and managing both opportunities and risks.
- Ability to undertake a complex management role in an international organisation, leading a very busy team and schedule.
- Excellent project management, budget and forecasting management, and resource control skills.
- Persuasive communication skills with the ability to present and convey complex ideas and issues clearly and coherently.
- Strong decision-making skills and ability to translate priorities into operational goals and plans.

Knowledge

- Significant knowledge and understanding of all aspects of fundraising including philanthropy, partnerships, individual giving, and legacy giving.
- In-depth and up-to-date knowledge of charity law, fundraising regulations, standards, and best practice.
- High level of competence in CRM software and social media.
- Commitment to maintaining standards to promote trust and confidence in MAP's fundraising initiatives.
- An understanding of the work of MAP and the issues facing Palestinians living under occupation and as refugees.

Personal Traits Desired

- Commitment to MAP's mission, services, and the right to health.
- Commitment to anti-discriminatory practice and equal opportunities.
- An ability to apply awareness of diversity issues to all areas of work.
- Commitment to the values and ethos of MAP.
- Prepared and able to travel occasionally to Lebanon, the occupied Palestinian territory, and Israel and pursue new business opportunities anywhere in the world.
- Able to work flexibly in emergencies and to meet specific deadlines including some evenings and weekends.



To apply for the post

To apply for this role, please submit a copy of your CV/resume and a cover letter outlining your interest in the role and how you fulfil the requirements set out in the job announcement by clicking on the following [link](#).

If you have any questions about the role or organisation and would like an informal chat ahead of submitting a formal application, please reach out to Zoe Oldham at zoeoldham@darylupsall.com

The deadline for application is Sunday 21st April 2024

Stay updated on the latest jobs by subscribing to our [Global Charity Jobs](#) weekly bulletin and if you're looking for a rewarding career in the non-profit sector [register in our database](#).

Daryl Upsall International actively promotes equality, diversity and inclusion. In recruiting candidates, we seek candidates with the proven skills required; irrespective of race, gender, religion or belief, age, disability or sexual orientation.