

HANDICAP INTERNATIONAL

Head of Individual Giving and Communication

Application pack



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Do you want to improve the lives of disabled and vulnerable people?

Handicap International UK is an award-winning international development charity that is looking for a dynamic, passionate and results-driven individual as our Head of Individual Giving and Communication. Handicap International has just launched our 2016-25 strategy, and as part of our ambitious plans in the UK, our aim is to achieve step-change in private fundraising, and raise our public profile. If you are keen to work in an international environment, love driving organisational strategies and have a can-do attitude, this job is for you!

Who we are

Handicap International is an independent international aid organisation working in situations of poverty and exclusion, conflict and disaster.

Working alongside people with disabilities and vulnerable populations, we take action and raise awareness in order to respond to their essential needs, improve their living conditions and promote respects for their dignity and fundamental rights.

Handicap International is co-winner of the 1997 Nobel Peace Prize for its work on the Mine Ban Treaty. Our organisation was also awarded the 2011 Hilton Humanitarian prize in recognition of our contribution to alleviating human suffering and supporting the most vulnerable people.



Our vision is of a world where all one billion people with disabilities can fully access and exercise their human rights.

Respect for the rights of people with disabilities has been at the heart of Handicap International's approach since it was founded in 1982. More than thirty years on, our organisation is still working and fighting around the world to improve the living conditions of people with disabilities and other vulnerable people and to ensure that their fundamental rights, the rights of all, are respected: the right to health, education, employment, accessibility and security.

About Handicap International UK

Handicap International UK is a member of the Handicap International Federation. Since its creation in 1999, Handicap International UK has developed its own sense of identity to suit the UK market within the wider framework of Handicap International.

Handicap International has just launched its 2016-25 strategy which includes an ambitious delivery plan in the UK.

Equal opportunities policy

Handicap International UK (HI UK) values diversity and welcomes applications from all sections of the community. We particularly encourage applications from people with disabilities.



Employee Benefits

- ❖ All full-time employees are entitled to 28 days holiday per year in addition to UK public holidays.
- ❖ Training and development opportunities are open to all staff, and will be provided in order to support them to fulfil their roles.
- ❖ HI UK also supports employees in their desire to further their qualifications and careers, and will support them by offering opportunities to undertake studying for relevant qualifications and paying for relevant professional membership fees.
- ❖ Salaries are regularly reviewed to attract, develop, motivate and retain the appropriate calibre of employees.
- ❖ We offer family-friendly benefits for staff members with a young family to look after – flexible working, homeworking, a maternity/paternity/adoption and parental leave policy.
- ❖ We offer a competitive workplace pension scheme, matching contributions up to 6% of gross salary.
- ❖ As part of our commitment to its work with disabled people, HI UK aims to adhere to the 'two ticks' standard in its employment practices. We have a comprehensive equality and diversity policy.
- ❖ We also offer a Worklife Support Employee Assistance Programme for free and confidential information, support and counselling.
- ❖ Our office is conveniently located in SE1 with great transport links to Waterloo, Blackfriars and the underground.

1. **JOB TITLE** Head of Individual Giving and Communication
2. **ORGANISATION** Handicap International UK
3. **SALARY** £41,800 - £44,000 per annum, depending on qualifications and experience
4. **DEPARTMENT** Fundraising and Communication
5. **REPORTING TO** Executive Director
6. **RESPONSIBLE FOR** Digital Officer, Fundraising Officer, Supporter Engagement Officer, Media Officer, Team Assistant
7. **KEY LINKAGES** Finance, Major Giving, and Institutional Relations teams, Trustees, HI Federation Fundraising and Communications team, overseas programmes.
8. **DURATION** Permanent, starting immediately
9. **LOCATION** Based in London SE1, with travel worldwide

10. **BACKGROUND INFORMATION AND PURPOSE OF THE POST**

Handicap International has just launched our 2016-25 strategy, which translates into an ambitious delivery plan in the UK. As part of our plans in the UK, our aim is to achieve step-change in private fundraising, including individual giving, and to significantly raise our public profile.

This role will drive, develop, steward, and monitor major elements of our new strategy in the UK, with a primary focus of significantly growing our income from the general public. Main purpose of the post:

- Lead a dynamic team in the delivery and implementation of an ambitious and integrated individual giving and communication strategy, in line with UK and Federation priorities
- Use a donor-centred story-telling approach to deliver a coherent and compelling fundraising proposition and supporter journey
- Build our public profile and brand identity in the UK, especially as we implement a global rebranding in 2017
- Garner grassroots level support for our public advocacy campaigns

11. **MAIN DUTIES AND RESPONSIBILITIES**

Strategy Development and Management

- Actively contribute to the delivery of the global strategy and the development and delivery of the UK operational plan.
- Drive the expansion of an ambitious strategy to raise private (unrestricted) funds and raise our profile, balancing retention of existing supporters and new income generation, while also ensuring our brand is increasingly known by the UK public.
- As a member of the Senior Management Team, contribute to the leadership of the organisation in the UK, and support the Executive Director in accountability towards the Board and Federation.

- Drive the team to deliver on agreed targets, monitoring and reporting against progress on a regular basis.
- Continually drive the development of an integrated approach across the organisation, notably with major giving and institutional relations colleagues, working particularly closely with the Major Giving team on a regular basis to coordinate actions and amplify impact.
- Strategically engage with Federal fundraising and communication colleagues to source appropriate content for use in fundraising, campaigns, media and communication activities in the UK.
- Work closely with the Executive Director to maximise impact of our global rebrand in 2017, focusing on building our profile and growing fundraising income.
- Work closely with the Executive Director to identify and steward potential Ambassadors and/or Patrons that could support us in reaching our strategic objectives.
- Manage, develop and motivate team members under your responsibility.

Fundraising

- Lead the team to significantly grow our income, focusing on maximising life-time value of donors while also using innovative techniques to engage donors in new ways and grow our donor base.
- Use a diverse yet targeted range of individual giving techniques including digital fundraising, direct marketing, face to face and legaciesto engage supporters and maximise giving.
- Head HI UK's annual multi-channel fundraising and communications campaigns.
- Drive the team to deliver a first-class experience to our donors and supporters.

Communication

- Lead the team to develop and deliver a strong communication strategy to increase HI's profile in the UK with a primary goal of increasing fundraising income.
- Increase the quality and the quantity of media coverage in UK, including through strengthened relationships with key media contacts.
- Build relationships with institutional donor communications teams, manage joint communication work and where relevant ensure compliance with donor requirements for branding and communication.
- Work with the team to maximise HI UK's digital potential and ensure that all e-communication tools strengthen the supporter journey.
- Oversee the development of communication supports that provide engaging and relevant content for our various internal and external audiences.

Supporter Engagement

- Drive the team to strengthen existing and develop new relationships with grassroots supporters to raise income through challenge and other events
- Support the team to use social media to interact with supporters and grow their support.
- Further develop a network of partners (including schools and community groups) to build grassroots support for our advocacy campaigns.

Finance and Reporting

- Develop and manage the multi-year and annual team budget, in liaison with the Executive Director and the Federal fundraising and communication team, including planning, phasing and forecasting in line with the organisation's financial procedures.
- Provide timely and accurate reporting to the Executive Director, Federation and Trustees as required.

Other duties

- Maintain a positive and collaborative working relationship with HI UK colleagues and the Federal fundraising and communication team.
- Represent the organisation at relevant external events and meetings.
- Ensure compliance with fundraising regulations and that the Charity operates to the highest fundraising standards.
- Keep up to date and adhere to with any changes in legislation, regulatory procedures, innovation, best practice and industry standards in relation to private fundraising.
- Any other activities commensurate with the level of the post, as may be required by the Executive Director.

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| ESSENTIAL |
| Demonstrable experience developing and implementing an ambitious private fundraising strategy and programme |
| Proven senior-level and hands-on track record across a variety of fundraising techniques (direct marketing, digital, legacies...) |
| Proven senior-level and hands-on track record managing media and public relations |
| Strategic thinking capacity and ability to exercise good judgement |
| Ability to work in a complex, intellectually rigorous environment whilst remaining focused on delivering results |
| Excellent donor care skills |
| Excellent people management skills |
| A true team player |
| Excellent copywriting skills and proven experience of producing clear documents |
| Ability to gain results as part of a multi-disciplinary team and on own initiative |
| Excellent attention to detail |
| Excellent spoken and written English (either native English or bilingual) |
| Excellent IT skills (Microsoft Office & Internet) |
| Good financial management skills |

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| DESIRABLE |
| Spoken and written French |
| Knowledge of and passion for disability, humanitarian and development issues |
| Experience of community and/or event fundraising |
| Direct or indirect experience of working with community groups, universities, schools, faith groups or other third sector organisations |
| Experience working in an international multi-cultural organization |
| Experience delivering grassroots level campaigns |

To apply, please send your CV and a covering letter along with the diversity monitoring form by email or post.

By email: recruitment@hi-uk.org

By post: Handicap International UK (Recruitment), 9 Rushworth Street, London SE1 0RB

Closing date: 28th February 2017 however applications will be reviewed on a rolling basis

For further information, please contact Handicap International UK on 0870 774 3737 or by email at recruitment@hi-uk.org.

DIVERSITY MONITORING FORM



In implementing its equal opportunities policy and its recruitment practices, Handicap International UK monitors the field of applicants to advertised posts. To do this, we collect information on the ethnicity, gender, age and disability of applicants for a post in the organisation. We also look at how effective our advertisements are, and to do this we ask you where you found out about the vacancy.

Please look at all the descriptions below and tick the boxes that most accurately describe you.

Completion of this form is voluntary – you may choose to complete all or part of it. It is separated from your application before shortlisting.

I heard about the job through:

- Press advertisement – please specify:
- Website – please specify:
- Job Centre
- Other source – please specify:

ETHNICITY

White:

- British
- Irish
- Any other white background
- Prefer not to say

Black:

- Black British
- Caribbean
- African
- Any other black background
- Prefer not to say

Asian or Asian British:

- Asian British
- Indian
- Pakistani
- Bangladeshi
- Any other Asian background
- Prefer not to say

Mixed:

- White & Black Caribbean
- White & Black African
- White & Asian
- Any other Mixed background
- Prefer not to say

