



## **Director of Communications and Fundraising**

**Job title:** *Director of Communications and Fundraising*

**Location:** *Bristol, UK (with some flexibility for home working)*

**Duration:** *Permanent contract*

**Working hours:** *Full time, 35 hours a week*

**Salary:** *£60,000 + competitive holiday + pension*

**Start date:** *January 2023*

**Responsible to:** *CEO*

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### **Overall aim:**

*The Director of Communications and Fundraising plays an essential part of Tree Aid's leadership team. The role will lead on our external engagement with key target audiences to build our brand, communicate our mission and mobilise resources for the delivery of our strategy. Leading a team of 12 within the UK the role will play a vital role in empowering and motivating our team to deliver for the drylands of Africa.*

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### **Key objectives:**

*As a member of the senior management team, the Director of Communications and Fundraising provides leadership and contributes to the development and management of the organisation. (S)he leads and manages the Communications and Fundraising team to:*

- 1. Build Tree Aid's brand awareness as a major actor in pro-poor climate action working hand in hand with communities on the frontline of the climate crisis*
- 2. Broaden our engagement with target audiences*
- 3. Build further alignment between fundraising, communication, advocacy and international programmes,*
- 4. Deliver growth in income with a focus on unrestricted income.*
- 5. Ensure compliance with relevant standards, regulations and legislation.*

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### **Key roles/ tasks:**

*Main Responsibilities*

#### **1. Communications**

*Direct and deliver TREE AID's communications strategy, in support of the organisation's objectives.*

*Lead on brand and key message development that supports TREE AID's mission, values and objectives.*

*Continue to further define TREE AID's target audiences and effective strategies to reach them.*

*Set and lead an ambitious but achievable annual communications workplan and budget.*

*Oversee all of TREE AID's communications channels including print, the website and social media and ensure appropriate sign off processes are followed.*

*Develop communications opportunities and partnerships, in line with TREE AID's values.*

*Ensure that all TREE AID staff are able to communicate TREE AID's mission, impact and ways of working confidently and with conviction.*

*Strengthen TREE AID's internal communications strategy in collaboration with the Senior Management team, to enable effective cross-organisational communication and access to information.*

## **2. Fundraising**

*Direct and deliver TREE AID's fundraising strategy with a focus on growing unrestricted income.*

*Set and lead ambitious but achievable annual targets and workplans for all fundraising income streams aligned to TREE AID's mission, values and strategic objectives.*

*Manage the development of a diverse and balanced range of income sources.*

*Develop and direct TREE AID's individual giving programme through appropriate recruitment and retention marketing.*

*Develop and direct TREE AID's high value donor and corporate donor programme. Cultivate relationships with current and new high value and corporate donors to maximise financial support and long term engagement.*

*Continuously review TREE AID's fundraising plans, monitoring and reporting return on investment and developing the case for future investment.*

*Identify and develop new sources of funding in line with TREE AID's values.*

*Maintain up to date knowledge of the fundraising sector and the external market in which TREE AID operates.*

## **3. Leadership**

*As a member of the Senior Management team, contribute to the development of organisational strategy, planning, policy, decision making and the day to day management of TREE AID.*

*Represent TREE AID externally, actively promoting our work, engaging support and developing beneficial relationships.*

*Support the Board of Trustees and specifically the fundraising standards committee, presenting annual plans and reports.*

*Lead, inspire and manage the fundraising and communications team ensuring we have a high performing team who are motivated, externally facing and proactive in securing opportunities.*

*Ensure the team are supported to deliver on their objectives through on-going supervision, mentoring and professional development.*

*Develop and oversee fundraising and communications team objectives and workplans, ensure performance standards are achieved within budget and on time and evaluate results to drive continuous improvement.*

*Develop and manage efficient and effective fundraising administrative processes and systems.*

*Collaborating with the Director of Finance and Resources, ensure accurate allocation, recording and tracking of income.*

*Monitor and report key performance indicators for the fundraising and communications department.*

#### **4. Regulation and Compliance**

*Develop policies and procedures necessary for TREE AID's fundraising and communications to be compliant with all applicable legislation, regulation and best practice.*

*Lead on data protection for the fundraising team and ensure regulatory compliance, appropriate documentation and regular reviews are in place.*

## Person specification:

E = Essential criteria

D = Desirable criteria

### Personal Qualities

- *A passion for, and commitment to, international development and to issues affecting rural communities in dryland Africa. (E)*
- *Alignment with TREE AID's vision, mission and values. (E)*
- *High integrity and openness combined with a commitment to good governance. (E)*
- *Dynamic, ambitious, supportive and empowering leadership skills. (E)*
- *Personal gravitas and the ability to work with trustees, major donors, corporates, staff, supporters and volunteers. (E)*

### Experience

- *Track record of developing brand and messaging strategies which have increased brand recognition. (E)*
- *Track record of fundraising success, building relationships and managing the growth of income from individual giving, high value and corporate donors. (E)*
- *Influential leader with the ability to work at both strategic and operational levels. (E)*
- *Proven track record of leading and developing a team. (E)*
- *Thorough understanding of best practice for donor stewardship to develop and optimise long term relationships. (E)*
- *Thorough understanding of data protection, fundraising regulations and best practice. (E)*
- *Understanding of how digital technology can be used to drive and deliver organisational objectives (D)*

### Skills and Knowledge

- *A strategic thinker with the ability to multi task and prioritise within tight deadlines. (E)*
- *A creative thinker with the ability to deliver with limited resources. (E)*
- *The ability to work collaboratively and influence effectively across teams and externally to achieve organisational goals. (E)*
- *Excellent business planning, financial management and budgeting skills. (D)*