**JOB DESCRIPTION**

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| **Job Title** | Director of Fundraising |
| **Location** | 33a, Islington Park Street, London N1 1QB |
| **Mission** | 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 and Lebanon. |
| **Job Purpose**  **Hours**  **Salary** | Develop, direct and deliver MAP’s fundraising strategy to accelerate the growth of fundraising across a diversified range of income streams to achieve long term, sustainable income growth worldwide and in particular from the UK public.  Full-time  From £61,008 |
| **Reporting to** | Chief Executive |
| **Responsible for**  **Key Internal relationships**  **Key External relationships**  **Contract** | Philanthropy Manager, Individual Giving Manager, Community and Challenge Events Manager, Supporter Care and Database Manager and other Fundraising team members  Senior Management Team; Board of Trustees; Programmes, Advocacy and Communications; Finance; Overseas Offices  Major Donors; Grant Giving Charitable Trusts and Foundations; Individual Supporters; Institutional Funders; Corporates; Charity Partnerships; Creative Agencies  Permanent |

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.

**Duties and key responsibilities**

**Leadership**

* Provide leadership, direction, and support to staff, ensuring they deliver a high-quality service.
* Identify training needs of staff for the effective delivery of MAP’s operational plans.

**Strategy and Management**

* Strategic planning - lead the development and implementation of a MAP’s fundraising strategy that underpins strategic goals to accelerate income growth in a sustainable manner across a diverse range of income streams.
* Brand development - lead the development of a strong brand identity to generate recognition and support from a wide range of audiences.
* Donor database - oversight of the donor database to ensure integrity, legal compliance and suitability for MAP's fundraising strategy.
* Creative direction - drive creative development of fundraising communications to attract interest from global audiences.
* Statutory and best practice compliance - ensure that charity law, data protection, safeguarding and fundraising regulations are adhered to in the Fundraising team.

**Fundraising Development**

* Donor prospecting - lead the fundraising team to research and develop fundraising approaches to recruit new donor groups across all fundraising sectors.
* Manage the development of Individual Giving income from a series of online and offline acquisition and retention campaigns as well as legacy marketing.
* Philanthropy development - develop and strengthen relationships with major donors, high profile supporters, trusts, foundations, and companies.
* Challenge Events - develop a broad range of events to maximise opportunities for donor engagement.
* Community Fundraising – develop community fundraising across UK and abroad with a focus on digital community fundraising via Facebook, Instagram and streaming events.
* Digital Marketing - enhance the use of digital products, platforms and channels to contribute to overall fundraising income targets.
* Data Management - optimise access and use of data on Raiser's Edge to increase the benefit to MAP in terms of relationship development and raising further funds.
* Supporter Care - ensure the highest standard of supporter care and donor stewardship.
* New Markets – expand fundraising internationally.

**Emergency Preparedness**

* Co-ordinate and direct the development, periodic testing, and ongoing improvement of a disaster response/crisis management fundraising plan.

**Senior Management**

* Participate actively as a member of the Senior Management Team.
* Organizational strategic planning and development - work closely with the Senior Management Team (SMT) to ensure that appropriate processes and systems are in place, that objectives are achieved, and plans are delivered.
* Ensure the proper planning and management of income and expenditure budgets.
* Risk management – monitor and manage risk in accordance with MAP’s risk management policy.
* Advise SMT on potential funding to support programme and campaign initiatives.
* Liaise closely with the panels of Trustees responsible for overseeing MAP’s fundraising and finance strategy and ensure the Board is fully informed of developments.

**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.
* Work collaboratively with others in all aspects of our work
* Represent and be an ambassador for MAP.
* 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.

**PERSON SPECIFICATION**

**Experience**

* Extensive relevant experience and a proven track record of delivery of income growth across multiple fundraising channels.
* Knowledge and/or experience of fundraising through direct marketing, trusts and foundations, institutions (EU, UN, FCDO, JOA), corporates, major donors, challenge events, community fundraising, and digital marketing.
* Experience of relational databases and of analysing and presenting data to make informed decisions.
* Proven experience of producing successful proposals for large scale projects.
* Experience of planning, prioritising and managing multiple projects simultaneously from start to finish.
* Experience in international fundraising
* Experience of strategic planning, budgeting, and forecasting.
* Experience of managing staff across different fundraising areas.
* Experience of working at SMT and reporting at Board/Trustee level.
* Experience working with international teams. (Desirable)

**Skills and abilities**

* 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**

* 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 attributes and other requirements**

* 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, occupied Palestine, 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.