

Statement of Terms and Conditions of Employment

JOB DESCRIPTION

Job Title:	Head of Public Engagement
Company:	Self Help Africa
Location:	Dublin, Ireland
Contract type:	Permanent
Reports to:	COO
Job Purpose:	<p>This is a key a pivotal senior leadership role in Self Help Africa. The Head of Public Engagement will lead all of the organisation’s public-facing work across the UK and Ireland. They will oversee the growth of fundraising and retail income which is crucial to the delivery of the quality programmes for which the organisation is renowned. They will ensure that there is consistent, high quality public messaging and media engagement across Self Help Africa, our subsidiaries and through global citizenship education that builds our brand in furtherance of all strategic objectives. The Head of Public Engagement will work collectively with the COO in the delivery our strategy, providing clarity of vision for the organisation and effectively leading teams under their supervision.</p>
Key Responsibilities:	<p>Working closely with the COO, oversee the development and implementation of a voluntary fundraising strategy that will deliver predictable and growing income over the lifetime of the organisational strategy, including retail income. This strategy should seek to maximise existing channels, explore new opportunities including expanding to further markets.</p> <p>Oversee the development and roll out of brand, profile and positioning plan which will seek to support all objectives in our strategic plan but with a specific emphasis on supporting fundraiser income. Oversee the development of cross-organisational communications plans that contribute to strategic aims and meet donor requirements.</p> <p>Oversee public relations, external communications and press relations for profile-raising events and services, ensuring ARC’s values are reflected in all fundraising and communication activities.</p> <p>Working with colleagues from across the organisation, lead on internal communications in order to drive staff engagement and contribute to the delivery of key internal messaging.</p> <p>Lead on horizon scanning in relation to the charity external affairs environment to ensure the organisation is keeping abreast of key strategic developments in the sector and remains future proof.</p> <p>Lead efforts to ensure coherent messaging and communications across our group with all subsidiaries and affiliates where assets and resources are maximised and efficiencies are delivered especially in the area of fundraising.</p> <p>Through effective leadership and line management, further develop a culture of excellence in Public Engagement whereby there is a shared vision of working towards strategic objectives measures by KPIs, reflective and adaptive practices.</p>

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	<p>Contribute to effective governance and statutory reporting. Attend board sub-committee meetings as necessary and participate in activities at board level as required.</p> <p>Engage effectively in cross-organisational management to drive effective operations and contribute to strategic projects and carry out other tasks as identified by line management.</p>
<p>Key Relationships:</p>	<p>Internal: COO, Fellow senior leaders, global team leaders, country directors, colleagues in the Communications, Fundraising & Marketing Directorate.</p> <p>External: Major donors, networks, alliance and forums, other NGOs, media outlets and journalists, relevant private sector actors/contractors.</p>
<p>Knowledge, Experience and Other Requirements</p>	<p>You are a strategic, critical and innovate thinker with experience at senior management level. You have a proven track record in growing income, diversifying fundraising channels and enhancing brand awareness and positioning. You are an excellent communicator, spokesperson and effective at forming partnerships. You are a proven successful leader who has a track record of managing diverse teams.</p>