

###### **INFORMATION PACK FOR CANDIDATES FOR THE POST OF**

**Senior Fundraising & Marketing Executive**

Dear Applicant,

Please find enclosed an application pack for the full time post of **Senior Fundraising & Marketing Executive**, which contains the following items:

###### Section 1: Background

###### Section 2: Job Description

Section 3: Essential Criteria

Section 4: Vacancy Application Form

Section 5: Job Competency Form

Section 6: Monitoring Form

**PLEASE READ THE FOLLOWING INFORMATION CAREFULLY**

1. Your application pack contains information about the organisation, the job vacancy and the person required. You should read these carefully to ensure that the job and conditions are suitable.

2. You must complete sections 4 and 5 accurately and return them by the date and time indicated. You are also asked to complete a monitoring form (section 6).

3. It is your responsibility to ensure that sufficient information is provided to enable a short listing panel to assess your suitability for this post.

***PLEASE SHOW CLEARLY IN YOUR APPLICATION HOW YOU MEET THE ESSENTIAL AND ENHANCED CRITERIA.***

4. Applications, CVs and attached sheets:

* Applications can be emailed or printed and posted to arrive by the deadline provided with Monitoring Form posted in a sealed envelope to arrive by the deadline date.
* Attached CVs **will not** be considered.
* Attached sheets will only be considered where they are continuation sheets of a section of the application form where insufficient room was available to include all the necessary details.

5. It is the responsibility of the applicant to ensure that sections 4 and 5 are completed and returned

by **5pm Tuesday 6th February.**

Your equal opportunities monitoring form (section 6) must also be completed and returned in a separate envelope.

6. Under section 8 of the Asylum and Immigration Act 1996, all successful applicants must provide documentary evidence of their identity for verification and photocopying.

###### **Section 1: Background**

**History and Background**

War on Want NI has been in existence for over 50 years. When it separated from War on Want in Britain in 1971, it became the first independent international development agency working in Northern Ireland and is registered with the Charity Commission for Northern Ireland (Registration number NIC102154).

War on Want NI, works in 2 of the poorest countries in sub Saharan Africa, in the poorest regions of Malawi, Machinga, Balaka and Zomba in the south of the country and Teso in north east Uganda. We work in partnership with local poverty alleviation groups (Partners) representing the most vulnerable people in rural areas providing financial, organisational and capacity building support to bring about sustainable livelihood security, increased household income and improved nutrition. We work to engage and empower local people through Advocacy at local and national levels.

Our key strength is developing the capacity of our partners both CBO’s and local NGO’s to effectively implement, monitor and evaluate projects and strengthen and develop their organisations to help deliver services to their communities and contribute to a vibrant civil society. We have successfully delivered hunger reduction programmes including agriculture, livestock production and income generating interventions through local NGO and CBO partners to marginalised communities which received little or no other support.

Funds to support our programme work are raised through 13 retail shops, statutory funding and some public fundraising activity.

The Future:

Over the past 20 months War on Want has undergone a strategic review of the organisation – including brand review, strategy and options for growth. As a result, the organisation’s Board and Members with the support of the staff and volunteers of the organisation, made a significant decision in late 2017 to merge with a like-minded NGO to diversify and enhance its capabilities in partnership with a larger organisation to expand the scale, programming capabilities, and geographic reach to ensure the greatest impact to beneficiaries and partners in Africa whilst safe guarding the legacy built by our committed members and volunteers. Therefore in spring 2018, War on Want NI will formally merge with International Development organisation Self Help Africa. This will result in the rebranding of all War on Want NI activities as Self Help Africa. Fundraising will be for the purpose of supporting development and poverty eradication projects currently taking place in nine countries in sub-Saharan Africa.

Self Help Africa has offices in Dublin, London, Shrewsbury and New York, and fundraising representatives in both Galway and Boston. The organisation’s vision is a rural Africa free from hunger and poverty.

Self Help Africa is a growing, ambitious organisation, with a projected turnover of approximately €25m in 2018. Institutional funders of our work include the European Union, Irish Aid and UK Aid, together with a broad range of philanthropic trusts and foundations. Self Help Africa also operates a number of subsidiary social enterprise - Partner Africa, TruTrade and Traidlinks.

# Following the merger with War on Want NI the organisation will also have 24 retail outlets on the island of Ireland, 13 of these in Northern Ireland.

This is a truly exciting time to join the organisation and join a growing dynamic team across the UK, Ireland, Africa and the USA.

###### **Section 2: Job Description**

**Job Purpose**

To accelerate the growth of fundraising across a diversified range of income streams to achieve long term, sustainable income growth. To develop partnerships and supporter relationships which enhance the giving experience, generate donations and improve understanding of the impact of Self Help Africa NI’s work.

**Location**

Belfast

**Contract Type**

Permanent (subject to 6 month probationary period)

**Reporting To**

Executive Director Self Help Africa Northern Ireland

**Salary**

£30,785-£36,379 (NJC scale 35-41)

Commensurate with experience

**Specific Roles and Responsibilities**

**Develop and implement a Fundraising & Marketing Strategy delivered through Annual Operational Plans**

* To develop, manage and implement a comprehensive, clearly-defined and cost effective fundraising & marketing strategy that focuses on key areas of: Corporate, Major Giving, Legacy, Events and Community Fundraising
* To lead on the development and successful implementation of annual fundraising & marketing budget and plans
* To monitor and report on the implementation of agreed strategies and annual plans to the Executive Director
* To establish, a range of specific, realistic and time framed KPIs and ensure that effective systems are in place to actively track and manage agreed KPIs
* To lead, inspire and manage the fundraising volunteers and recruit new volunteers to support the delivery of plans
* To liaise with fundraising colleagues in Dublin and England (London & Shrewsbury) and ensure support of the overall organisation’s Individual Giving programme in NI

**Manage, develop and maximise appropriate fundraising channels**

* To identify, develop and manage new income generation opportunities
* To develop legacy fundraising initiatives with appropriate supporter journey models
* To identify, cultivate, secure and manage new Corporate and Major Gift partnerships to positively influence the achievement of the organisation’s strategic objectives
* To develop new and/or implement already established fundraising products in other regions, for Northern Ireland working when appropriate with fundraising teams in other Self Help Africa offices e.g. replicate gala ball event in Belfast
* To organise cost effective events that meet the core objective for that event i.e. fundraising and/or engagement events
* To ensure that SHA generates an appropriate return on investment (ROI) for events and that each significant event is analysed to determine how it has performed
* To develop new web and digital fundraising initiatives, in conjunction with SHA Dublin, to improve supporter engagement and to garner new support
* To work with the retail team to coordinate and align their support to fundraising

**To ensure effective Communications & Marketing to build profile, awareness and engagement**

* To work with the Executive Director and Self Help Africa’s Head of Communications, to develop and deliver measureable marketing initiatives to build engagement, profile and awareness of Self Help Africa Northern Ireland
* To support the development of comprehensive internal and external communications & media annual plans aligned with the organisation’s strategic objectives
* To build relationships with a range of external stakeholders including the media, businesses, other similar organisations in order to further the organisation’s strategic objectives
* To ensure the organisation’s brand image and messaging is represented accurately and consistently in the public domain
* To proactively identify and share news worthy stories with relevant media and identify and implement activities to build the profile of Self Help Africa Northern Ireland
* To represent the organisation at external events, networking events and in the media where required
* To ensure that all fundraising events receive appropriate publicity and promotion through internal and external channels
* To work with the Communications team in Dublin (HQ) to ensure timely delivery and production of engaging and compelling marketing and communication material
* To ensure coordinated, effective engagement through digital channels with NI audiences

**General responsibilities**

* To keep up-to-date and comply with current fundraising best practice and all legal requirements including GDPR
* To ensure transparency in all fundraising activities
* To ensure appropriate risk management and ROI analysis in relation to all fundraising activities
* To ensure appropriate use of organisation’s database and adherence to systems and procedures
* To work in collaboration with colleagues in Dublin, London, Shrewsbury, US and Africa to ensure cross organisation working to enhance plans and results
* To uphold the reputation of the organisation and represent it in a professional manner

To undertake such other duties as might be reasonably assigned from time to time

**Key Relationships**

**Internal**

Head of Retail NI & ROI

Fundraising teams in Dublin and England

Head of Communications for Self Help Africa based in Dublin

Volunteers

Overseas Programmes

**External**

Volunteers

Corporate & Individual relationships

Membership organisations – community & corporate level

Media

Suppliers

**Person Specification**

**Essential Experience & Qualifications**

**Essential**

At least 5 years’ experience in fundraising at officer or executive level

3 years’ experience in developing and delivering cost effective marketing/communication initiatives to support income generation

Third level qualification or equivalent in a relevant discipline

Experience of developing and implementing a successful fundraising/income generation strategy, with a proven track record of growing income and achieving targets

A results-focused self-starter with the ability to manage multiple demands, prioritise and work under pressure

Evidence of building, managing and developing key external relationships

Experience of managing budgets and producing monthly reports

Experience of developing and managing or contributing to an organisational communications and marketing strategy

Outstanding written and oral communication skills, with an ability to communicate with different target audiences

Excellent interpersonal, networking and influencing abilities

Excellent project management, people management, organisational and planning skills.

Excellent analytical and commercial skills/business acumen to identify and target new opportunities

Strong technical & IT skills including MS Office; website & social media management; and CRM systems

Flexibility to travel and perform occasional evening and weekend work

Full and clean driver’s license and use of a car

**Desirable**

A recognised Fundraising and/or marketing qualification

An understanding of the fundraising and non-profit landscape in Ireland

Motivated to work within the NGO/International Development sector, with a passion for making a difference

**SECTION 4:** **VACANCY APPLICATION FORM**



* **Please write clearly (type or block capitals)**
* **All information will be treated in confidence and will be used to assess your suitability for the job**
* **Candidates will be short listed on the basis of information contained in this application.**

**The Vacancy**

Job Applied For: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Surname: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Forename (s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Postcode: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Home Tel. No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Mobile No. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Do you hold a current driving licence? Yes / No

Are you a car owner or do you have access to a form of transport which

will enable you to carry out the duties of this post? Yes / No

**References**

All offers of employment are subject to receipt of satisfactory written references.

Please provide the names, telephone numbers, addresses and email addresses of two referees, one of whom should be your present or most recent employer/line manager, and one who knows/has known you in a work capacity and can comment on your suitability for this post.

|  |  |
| --- | --- |
| **First Referee**  Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Tel: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Occupation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Relationship to you: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **Second Referee**  Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Tel: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Occupation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Relationship to you: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ |

Have you ever been convicted of a criminal offence? Yes / No

[Exclude convictions which are spent under the

Rehabilitation of Offenders (NI Order 1978)]

**4.1 EDUCATION & QUALIFICATIONS**

|  |  |  |
| --- | --- | --- |
| **Type of Qualification**  **(GCSE, NVQ, A Level, Degree etc)** | **School/University/College Name** | **Results** |
| **Personal Development/Training Completed:** |  |  |

Are you currently employed? Yes / No

Current Salary: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Notice Required: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4.2 PREVIOUS EMPLOYMENT** (Start with present or most recent job)

|  |  |  |  |
| --- | --- | --- | --- |
| Name & Address of Employer | Dates employed & salary | Brief description of duties  *(where possible outline specific areas of relevance to this post )* | Reason for Leaving |
|  |  |  |  |
|  |  |  |  |
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[Please attach additional sheet if required]

**Declaration**

I declare that the information I have given is correct.

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**4.3 RELEVANT EXPERIENCE**

**Self Help Africa** will shortlist for interview only those applicants who appear from the available information to be the most suitable candidates for the post in terms of relevant skills, experience and ability.

It is therefore essential that applicants fully describe how they meet each particular requirement, including relevant timescale/duration (i.e. provide dates), of the Shortlisting Criteria**.** To fully describe, please give 2-3 clear examples of your competency in each area.

1. Experience of developing and implementing a successful fundraising/income generation strategy (plans & budgets) with proven record of growing income and achieving targets (please state the areas of fundraising)

|  |
| --- |
| (Max 300 words) |

2. Experience of Corporate and/or Major Gift fundraising giving clear examples of achievements. Please include any targets achieved and events organised.

|  |
| --- |
| ( Max 300 words) |

3.Evidence of building, managing and developing relationships with key donors, volunteers and supporters. Please include at least two examples of achievements made.

|  |
| --- |
| (Max 250 words) |

4. Experience in developing and delivering cost effective marketing/communication initiatives to support fundraising. Please give at least two examples of campaigns delivered and results achieved.

|  |
| --- |
| 300 words |

5. Evidence of strong event management and development of fundraising initiatives. Please include examples of new initiatives developed or new growth of existing fundraising campaigns/events.

|  |
| --- |
| 300 words |

**SECTION 5: MONITORING FORM**

**EQUAL OPPORTUNITY RECRUITMENT MONITORING FORM**

Self Help Africa is committed to promoting equality, diversity and an inclusive and supportive environment for staff, volunteers and families.

In particular Self Help Africa will seek to ensure that people are treated equitably regardless of their gender, race, ethnic background, age, disability, socio-economic background, religious or political beliefs and affiliations, marital status, sexual orientation or other inappropriate distinction.

In order to do this, it is necessary to collect information from all employees and job applicants on the key characteristics which relate to equality and diversity in employment.

The information collected will be used for monitoring purposes under the terms of the Data Protection Act 1998.

**REQUEST FOR INFORMATION**

Family Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Forename (s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Postcode: \_\_\_\_\_\_\_\_\_\_

Post Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date of Birth: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Gender: Female / Male

Disability: Yes / No

You should declare a disability if you perceive yourself as being at a disadvantage in obtaining, keeping or advancing your employment due to a physical, sensory, intellectual, dietary, communicative, psychiatric, allergic, or any other impairment.

Health:

Do you have any medical condition Yes / No

that could significantly affect your performance

of the duties of the post for which you are applying?

If yes, please give details: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Religion:

I identify myself as (please tick):

Catholic

Protestant

Other

**Nationality** – Please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ethnicity – You are asked to classify yourself in the category, which you feel most nearly describes your origin. If none of the specific groups are suitable please mark the relevant **Other** and **specify your ethnicity**.

I would consider my ethnic origin as – please tick:

Indian

Pakistani

Bangladeshi

Other Asian

Caribbean

African

Chinese

White – British

White - Irish

Other White Background – please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Other Ethnic Background – please specify: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Thank you for your cooperation in completing this form.

Self Help Africa is an Equal Opportunities Employer.

**Please place this form in a separate sealed envelope marked Monitoring Form and return to Self Help Africa, 41-43 University Street, Belfast BT7 1FY**