



### Job description

#### Global Director of Public Engagement & Fundraising

**Supervisor** : Secretary General, CARE International Secretariat  
**Management** : Global Advocacy, Global Communications, and Global Fundraising teams.  
**Location** : CARE is committed to building a diverse workforce and CARE International Secretariat staff are therefore based in different strategic locations. For this role, a CARE Member location is strongly preferred.

#### Background

CARE International (CI) is one of the world's largest international non-governmental relief and development agencies. Drawing on more than 70 years of practical experience, CARE operates in more than 90 countries worldwide, responding to disasters and fighting poverty, responding to humanitarian emergencies and advocating for policy change to improve the lives of the poorest people, reaching more than 122 million people.

The CI Secretariat is located in offices based in Geneva, Brussels, London and New York. The Secretariat provides coordination and support to a number of governance, membership, strategic planning, communications, fundraising, humanitarian, program and advocacy-related functions. In addition, the Secretariat represents the CARE confederation at the United Nations and the European Union and provides leadership to the Confederation in the areas of emergency response. CARE International Secretariat is currently seeking to recruit for the position of **Global Director of Public Engagement & Fundraising** who will provide strategic leadership on our global advocacy, communications and fundraising efforts, with a specific focus on leading the achievement of sustainable financial growth.

#### Position Summary

Reporting to the CARE International Secretary General, the Global Director of Public Engagement & Fundraising is accountable **and responsible for the global Fundraising, Communications and Advocacy teams**. S/he will coordinate with the fundraising, communications and advocacy heads in each of the 14+ members of CARE. S/he may be expected to directly lead one of these three teams, if that fits his/her expertise. The focus of this position is to support an integrated approach that allows CARE to deliver greater impact, influence and income. The position is key to building a strengthened integrated approach across the three functions, with a particular focus on securing – and investing in - sustainable fundraising growth across the organisation.

Specifically, but not limited to, the position leads and coordinates CI-wide efforts to:

### **1. Provide visionary and strategic leadership across advocacy, communications and fundraising**

- Chair and lead a confederation-wide Fundraising and Mobilisation Strategic Leadership Team, including by supporting global campaigns
- Reinforce the implementation of strategies across the three functions (Global Growth Framework, Global Communications Strategy, and Advocacy Roadmap/Strategies) across the network and at Board level
- Drive integration across the three functions including through integrated planning and budgeting cycles, ensuring core business objectives are prioritised
- Connect business plans and strategic priorities across the confederation and identify and replicate best practices which will support these
- Oversee fundraising, advocacy and communications budgets
- Lead the planning and delivery of a best practice programme across the confederation across all three functions, including by ensuring CARE members receive strategic support and one-to-one guidance when required
- Inform the CI Board on comparative global fundraising and brand performance, as well as progress and impact against agreed advocacy goals across outcome areas
- Ensure that appropriate links are maintained with groups and communities of practice within CARE
- Create integrated work plans across the three functions that clearly show opportunities for cross discipline engagement, and report progress of team at regular leadership meetings

### **2. Achieve sustainable growth across CARE's fundraising globally**

- Facilitate decisions to make any possible joint investments based on analysis of market opportunities
- Facilitate stronger fundraising globally through coordination with senior fundraising colleagues
- Collect and share data using an agreed-upon key indicator/dashboard approach (linked to overall membership standards)
- Maintain an overview of market knowledge and trend intelligence in the fundraising sector including by benchmarking with other NGOs, analysing CI's relative market share and monitoring legislative/regulatory trends
- Be the central repository of knowledge and learning on private fundraising in CARE including fundraising case studies, best practices, tools, approaches, contacts and software
- Support strategic investment and expansion into new fundraising markets
- Provide advice and support to new CARE members and Affiliates in building sustainable fundraising programs
- Support strategic donor engagement in Switzerland

### **3. Drive increased influence in CARE's advocacy work**

- Reinforce global coherence to CARE's advocacy work globally, with specific focus on movement building and public mobilisation around global campaigns and in support of the "global advocacy roadmap"
- Work with Global Advocacy team to maximise the potential of CARE's representation in power centres such as New York, Geneva, Brussels and elsewhere for influence, impact and income.
- Maintain an overview of key policy processes and political trends, specifically those that pose opportunities or threats to our global advocacy priorities
- Work with leadership groups across CARE to support a positive and growing advocacy culture across CARE, including through ongoing internal communications around best practice examples
- Facilitate deeper engagement across key functions including program teams
- Drive adoption of solid monitoring, evaluation and learning systems across CARE's advocacy work globally

#### **4. Strengthen CARE's brand positioning globally**

- Reinforce global coherence to CARE's communications work globally, with specific focus on driving a more audience-centric approach to CARE's communications and storytelling, and in support of the "global communications strategy"
- Be aware of shifting media narratives, specifically those that may pose a threat to CARE's reputation or that present opportunities for CARE to engage
- Ensure a comprehensive and strategic approach to the Secretariat's internal communications function, including by providing strategic support to the executive management team on internal communications and engagement
- Support the development and promotion of CARE International Secretariat's communications tools, including the image database, website, social media channels and internal communications tools
- Explore more opportunities to strengthen existing communications coordination efforts when humanitarian emergencies strike, including in ways that strengthen fundraising objectives
- Support global coordination efforts around global campaigns, with a specific focus on ensuring solid monitoring, evaluation and learning mechanisms are in place
- Provide support to global head of communications as needed in crisis communications management, including by keeping leadership teams situationally aware

#### **5. Representation**

- Serve as key point of contact with global charity observer agendas/agencies
- Represent CARE internally and externally as the 'go to' expert in global advocacy, fundraising and communications fora
- Ensure an enabling environment for the Secretary General and other CARE International Secretariat senior staff in external representation.

#### **Key Contacts:**

##### **Internal:**

- National Directors
- Key country office program staff
- The CI Secretariat Executive Management Team of which the post is a member (Secretary General, Deputy Secretary General, Humanitarian and Operations Director, Program Director) and other members of wider CI Secretariat Senior Management Team.
- Manage: Global Advocacy, Global Communications, and Global Fundraising teams.

##### **External:**

- Peers in other development organizations

#### **Candidate Profile:**

##### **Required:**

- A higher degree in related expertise or other relevant education or experience
- At least ten years of experience in senior-level fundraising, communications and/or advocacy.
- Ability to conceptualize, innovate, plan and execute ideas as well as transfer knowledge and skills
- A sophisticated understanding of the funding environment and how this may impact on CARE's mission and vision
- Experience working with senior-level stakeholders including Board members, Executives, etc.
- Experience of working in an integrated approach across communications, marketing and advocacy and/or public campaigning
- Experience of representation in policy fora and high-level decision-making arenas
- Ability to build consensus across levels and functions

- Knowledge of IT and New Media for communications and fundraising an asset
- Proven record of building and managing teams and creating an enabling environment.

It is essential to show experience in at least some of the following:

- A strong track record of achieving growth in private fundraising across multiple markets
- Very good knowledge of international non-profit international fundraising experience a definite asset (at least 3 years)
- Proven expertise in multi-channel, multi-audience fundraising, communications and external relations, preferably also influencing and/or advocacy, including proven skills in strategic planning, project management and implementation and financial management
- Experience in strengthening brand awareness, with knowledge of crisis communications and brand protection a distinct advantage
- Experience in public mobilisation and/or supporter engagement at scale as related to individual giving / public action informed by an advocacy driven theory of change and/or behaviour change

#### **Required Competencies:**

- Demonstrated success in managing complexity and superior analytical and conceptual skills
- Political acumen
- Effectiveness in working with virtual teams
- Strong negotiation and facilitation skills
- Commitment to gender equity and diversity
- Demonstrated strategic thinking
- Leading with vision and values
- Superior communication and interpersonal skills

**Language Skills:** Excellent spoken and written English is essential, with additional languages highly desirable.

**Travel Requirements:** Approx. 30% travel.

#### **How to apply:**

Interested and qualified candidates should submit their **CVs and a covering letter of interest in English to [circruitment@careinternational.org](mailto:circruitment@careinternational.org) by April 20<sup>th</sup>, 2018**. Only short-listed candidates will be contacted.

More Information on CARE International is available at [www.care-international.org](http://www.care-international.org).

***CARE seeks to improve the lives of the most marginalized, particularly women and girls. Our diversity is our strength. We encourage people from all backgrounds and experiences to apply.***