



Fundraising & Communications Director

Candidate Information Pack

November 2021

uk-med.org

Contents

2. Contents
3. Introduction
4. Advert
5. How to Apply
6. About UK Med
8. About You
9. Job description
11. Person Specification
13. Key Terms and Benefits

Introduction



Everyone should get the healthcare they need when disasters hit. Right now, millions don't. We need your help to change that.

Born of the NHS, for 30 years UK-Med has been saving lives in emergencies. When health services are overwhelmed, we get expert health staff where they're needed fast. We help communities prepare for future crisis.

Disease outbreaks, the climate emergency and conflict are hurting millions of people each year. And that number is growing. It's a global health emergency that affects us all, but the poorest are the hardest hit. That's why we need to urgently grow our voluntary income – and why we need you to lead that growth.

The money you raise will allow UK-Med to:

- **Respond:** rapidly to emergencies, delivering the expertise needed to support local health services and save people's lives.
- **Prepare:** health staff through training and capacity building, enabling health services to be better prepared for emergencies.
- **Learn:** and share learning worldwide through our academic partners, ensuring patients get the best care.

The Fundraising and Communications Director role reports into myself and is a pivotal role for achieving our ambitious five-year strategy to reach more people who need our help. This key leadership role in the Senior Management Team will implement and develop the fundraising strategy to grow our voluntary income to 10% of our overall income. It will take determination, excellence, collaboration, compassion and a commitment to learning. I hope you will join us on this exciting journey.

David Wightwick

UK-Med Chief Executive Officer

Advert

Role: Fundraising & Communications Director
Salary: £55,000 - £60,000
Hours: Full time
Duration: Permanent
Location: Access to office space in Manchester or based remotely under our hybrid working policy

Are you a dynamic, focused and inspiring fundraising leader who could lead a small, motivated team to deliver a step-change in voluntary income to deliver life-saving aid? Can you develop transformational strategic partnerships with philanthropists, private trusts and foundations and corporates to ensure everyone gets the healthcare they need when disasters hit?

A career-defining opportunity to lead the fundraising and communications function of a fast-growing charity delivering frontline medical aid. We are looking for a passionate and skilled individual to drive our voluntary income growth to deliver life-saving emergency healthcare to the world's most vulnerable people.

UK-Med has an ambitious five-year strategy (you can view it [here](#)) and a goal to generate £1 million per year from voluntary sources by 2026 to fund emergency responses and training for health staff. UK-Med's income is currently primarily statutory and the charity is relatively new to fundraising, however voluntary income has quadrupled year on year for the last three years. Earlier this year the board invested in the team to support the delivery of the 2021-2026 Fundraising and Communications strategy. The new Fundraising and Communications Director will build on the promising foundations laid to deliver an exciting chapter in the charity's development.

You will be building on significant work already undertaken in all of these areas. This is a fantastic opportunity for an ambitious, determined and passionate individual to make a real difference to people who have their lives impacted by disease outbreaks, disasters and war. Experience in the humanitarian or international development sector is desirable, however a keen interest in global affairs and a commitment to UK-Med's humanitarian mandate are essential.

How to apply

Applications must be submitted through our [online jobs portal](#) no later than **Sunday 19 December 2021**.

We will be looking to hold interviews on **Tuesday 4 January** via Microsoft Teams

To apply, please submit a **current CV** and a **supporting letter (2 pages)** that includes:

- A **detailed** explanation of your suitability for this post with **specific reference to the key role outputs**:

Key outputs	
1	Lead the team to deliver and develop the fundraising and communications strategy to grow voluntary income to 10% of overall income by 2026.
2	Personally map, target, establish and nurture relationships with individuals and organisations (i.e. private trusts, high net worth individuals and corporates) to secure significant or multi-year gifts.
3	Lead the team to grow UK-Med's supporter base to build reliable unrestricted income from cash, committed and community income streams.
4	Support the communications team to build a brand that inspires support and grow brand awareness.
5	Monitor, evaluate and report on performance against strategic priorities and adapting plans as required.
6	Develop, nurture and empower members of the fundraising and communications team to achieve their own and departmental objectives.
7	Support with other ad hoc organisational activities as required.

To arrange an informal discussion about the post, in the first instance please contact recruitment@uk-med.org

Applications for work in the UK can only be accepted from people with an existing right to work in the UK.

UK-Med is committed to safeguarding of our personnel and beneficiaries and has a zero-tolerance approach to sexual exploitation and abuse. We conduct thorough vetting before any appointment is confirmed.

UK-Med is committed to the principles of diversity, equality, and inclusion. We strive to provide an inclusive and supportive environment where employees feel respected and supported to be able to fulfil their potential.

About UK-Med

UK-Med (www.uk-med.org)

We train and deploy medical teams and specialists to save lives when epidemics, conflict and natural disasters hit. As disasters grow more frequent, severe and complex there has never been a greater need to respond quickly and effectively. We believe in a world prepared to help.

It started in 1988 with a team of eight Manchester clinicians led by our founder Tony Redmond, when a huge earthquake ripped through Armenia. Teams continued to deploy throughout the 1990's and 2000s, and when Ebola struck West Africa in 2014 UK-Med stepped up. We recruited and trained the one hundred and fifty UK clinicians who worked alongside local medical teams, other NGOs and DFID to bring the outbreak under control.

UK-Med has deployed teams to a range of countries and crises including Cape Verde, China, Gaza, Haiti, Bosnia and Herzegovina, Indonesia, Jordan, Kosovo, Pakistan, the Philippines, Sierra Leone and Bangladesh. Our teams have undertaken a range of work on deployment including general medical care, trauma and surgical care, outbreak response and training of local healthcare staff.

The UK EMT

The UK Emergency Medical Team (UK EMT) provides high quality emergency health care solutions in a range of humanitarian contexts on behalf of the UK Government. The programme is led by the Foreign, Commonwealth and Development Office (FCDO) and works under the guidelines of the WHO Classification and Minimum Standards for Medical Teams in sudden onset disasters. We recruit and train teams of UK-based clinicians, normally released for three weeks at a time by NHS employers as well as recruiting humanitarian health professionals globally. At any time, we have a team of sixty clinicians on call who are ready to respond to disasters anywhere in the world within twenty-four hours.

We can respond following earthquakes, cyclones, hurricanes, disease outbreaks or to other humanitarian contexts. Depending on the needs, we might deploy individual personnel, small clinical or advisory teams, self-sufficient primary care facilities or a field hospital including surgical team and inpatient facilities.

UK-Med Vision, Mission and Values

Our Vision

A world where everyone has the healthcare they need when crises or disasters hit.

Our Mission

We save lives in emergencies.

When health services are overwhelmed, we get expert health staff to where they're needed fast.

We help communities prepare for future crises.

We Value:

Excellence

We set high standards for ourselves and the organisation. We strive to be outstanding in everything we do.

Determination

We have a can-do attitude and thrive on problem solving. No matter what the challenge, we explore all options so if there's a way we'll find it. We don't give up easily.

Compassion

We care about people. The health and wellbeing of our patients and our people is central to everything we do.

Learning

We believe in knowledge-sharing and giving people the means to develop their capabilities. We value learning and continual growth.

Collaboration

Working in partnership with stakeholders, communities and colleagues is key to the success of our work.

We respect the skills, knowledge and experience of those we work with and take care to listen and adapt to changes in need.

About you

With a background in high-value fundraising and a strong track record of developing high-performing teams, you'll be an exceptional communicator, consummate networker and adept relationship-builder. You will have experience of developing and nurturing six and seven figure partnerships with philanthropists, trusts and foundations or corporates with a flair for building compelling propositions and proposals. You will confidently manage the prospect pipeline, working closely with the Chief Executive Officer to secure meetings and deliver convincing pitches to potential donors. You will have a compelling and clear writing style, able to articulate complex humanitarian healthcare interventions as well as being a confident public speaker.

You'll be an experienced line-manager, able to spot and develop talent. The current team is small but full of energy, passion and potential – so you'll be comfortable supporting your team to prioritise and thrive. As income grows, you'll work with a supportive board to identify strategic reinvestments. You'll be managing the communications function including supporting with crisis communications, so experience in this area is required. You'll have a solid understanding of ethical content gathering, beneficiary and donor safeguarding and a demonstratable commitment to upholding the values of equality, diversity and inclusion both in storytelling and personal conduct.

You'll be a natural collaborator who excels building excellent internal relationships. You'll thrive working with colleagues from diverse backgrounds and professional outlooks – building strong links with other teams in order to deliver fundraising growth. Experience of working with programme teams on proposition development and securing internal buy-in for fundraising is essential. The role reports into the board via the Fundraising and Communications Sub-Committee, so experience of working with trustees and other senior volunteers would be a distinct advantage.

Job Description

Job Title	Fundraising and Communications Director
Reports to	CEO
Duration	Permanent
Hours	Full time
Place of work	Access to office space in Manchester or London or based remotely as per our hybrid working policy
Role purpose	To lead the Fundraising and Communications team to deliver the voluntary income growth required to enable UK-Med to reach the goals outlined in the 2021-26 strategy.

Key responsibilities

1	Lead the delivery and development of the fundraising and communications strategy.
2	Provide effective line management and support to develop, nurture and empower members of the fundraising and communications team.
3	Create and deliver the department workplan and budget and support individual team members to deliver workplans and work objectives.
4	Review and evaluate fundraising and communications activity, using internal and external data and insight to benchmark and refine plans as required.
5	Provide monthly reports to SMT and quarterly reports to the board fundraising and communications sub-committee on performance against strategic priorities.
6	Develop business cases for further fundraising investment and build internal support for fundraising.
7	Ensure fundraising is conducted to a high standard and supporters receive an excellent experience, as outlined by the Fundraising Regulator and UK-Med's own Privacy Policy, Fundraising Promise, Ethical Fundraising Policy and Safeguarding Policy.
8	Map, target, establish and nurture relationships with individuals and organisations (i.e. private trusts, high net worth individuals and corporates) and secure meetings.
9	Work with teams across the organisation to develop funding proposals and propositions for donors with the capacity to give at a six and seven figure level.
10	Work with the CEO to secure and host meetings with potential donors.
11	Work with trustees and other senior volunteers to identify and approach like-minded individuals and organisations with a view to building funding partnerships.
12	Lead the team to attract new supporters to build reliable unrestricted income from cash, committed and community income streams.
13	Support the communications team to deliver the comms plan to build UK-Med's profile to attract and engage new supporters.

14	As required, act as the crisis communications lead on the Senior Management Team / Crisis Management Team and help develop and test crisis communications processes.
15	Ensure all content collection adheres to the high standards outlined in the Field Communications Brief and Safeguarding Policy.
16	Ensure UK-Med's storytelling upholds the values of our equality, diversity and inclusion policy and follows sector best practice.
17	Ensure UK-Med's brand story is delivered across all channels and interactions with supporters and other key audiences.
18	Support with other ad hoc organisational activities as required.
Safeguarding	
19	Comply with and uphold UK-Med safeguarding policies (including child protection, prevention of sexual exploitation and abuse, bullying and harassment) and all Codes of Conduct.
20	Report all possible breaches of policy or Codes of Conduct through the appropriate channels in a timely fashion.
General duties	
21	Ensure and promote Equality, Diversity and Inclusion (EDI) in line with UK-Med's EDI Policy.
22	Comply with all financial and procurement policies and procedures, including those relating to anti-bribery, anti-terrorism, and anti-slavery.
23	Support UK-Med's environmental policies and procedures, taking personal responsibility for contributing to reducing negative environmental impacts.
24	Comply with all health and safety policies and procedures.
25	Undertake training and comply with vetting and health requirements (including CRB / police checks, referencing, health screening and vaccination requirements) appropriate to the role as specified by UK-Med.
26	Treat all people including colleagues, patients and other beneficiaries, volunteers, partner staff and the general public with respect and ensure their dignity in interactions with you and UK-Med.
27	Other tasks as might be required to ensure effective delivery of UK-Med / UK EMT deployments, projects and programmes of work.

Person Specification

Qualifications / Professional Memberships		
1	Evidence of Continued Professional Development relevant to the role purpose and level.	Essential
2	Other relevant qualifications or training.	Desirable
3	Member of the Chartered Institute of Fundraising or can demonstrate access to network of peer support.	Desirable
Knowledge, Skills and Experience		
4	Proven track record of strategic fundraising management and significant experience growing income.	Essential
5	Excellent record of managing and developing strategic partnerships, evidenced by personally securing six and seven figure gifts and excellent proposal and proposition development skills.	Essential
6	Successful line management and team development experience.	Essential
7	Skilled collaborator, able to influence and inspire a broad range of internal and external stakeholders including working with trustees and senior volunteers.	Essential
8	Demonstratable and successful proposition devolvment experience.	Essential
9	Excellent communicator with strong and persuasive written and oral skills to present and convey complex ideas and issues clearly and coherently.	Essential
10	Demonstrable experience of strategic work planning, budget setting, forecasting and fundraising financial management.	Essential
11	Experience providing line management to a communications function.	Essential
12	Knowledge of ethical content collection and can demonstrate a commitment to equality, diversity and inclusion both in storytelling and day-to-day conduct.	Essential
13	Knowledge of and commitment to the Fundraising Code of Practice, fundraising and communication regulation and donor and beneficiary safeguarding.	Essential
14	Experience of working with trustees and other senior volunteers.	Desirable
15	Crisis communications experience.	Desirable
16	Experience of utilising brand to generate public and donor engagement from media, communications and campaign activity.	Desirable
Personal Attributes		
17	Adaptable, creative and collaborative.	Essential
18	Flexible, can-do attitude and good team player.	Essential

19	Friendly, approachable and enthusiastic demeanour with the ability to build rapport with a wide range of stakeholders to forge excellent working relationships.	Essential
20	Energetic, determined and resilient individual who thrives in a fast-paced environment.	Essential
21	Ability to work at pace and with a range of competing demands	Essential
22	Goal-orientated, enjoys working independently with the ability to set clear objectives and plans to achieve them.	Essential
23	Personal commitment to high standards of fundraising.	Essential
24	Committed to equality, diversity and inclusion and UK-Med's humanitarian mandate.	Essential
25	Willingness to work weekends and evenings as required.	Essential
26	Thrives in a working environment involving diversity of cultures, languages, and personal interests and agendas.	Essential

Key terms and benefits

Salary:	£55,000 – £60,000.
Working hours:	You will be required to work the hours as are necessary for the proper discharge of the duties with the notional requirement being 35 hours per working week. Work will normally be undertaken in office hours, Monday to Friday, but some weekend and evening working will be required.
Annual Leave:	25 days per year plus 8 public holidays.
Pension:	10% employer contribution, with 5% employee contribution to a specific defined contribution scheme.
Deployment:	You may be expected to travel and work overseas in support of our international programmes of work.
Safeguarding:	An assessment of suitability to work with adults and children will be completed which will include DBS / police checks. Suitability for this work is a condition of employment.
Professional requirements:	Membership of relevant professional bodies is desirable.
Term of contract:	Permanent.