



# Interim Fundraising and Communications Director

Candidate Information Pack

NOV 2021

# 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 20 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.

UK-Med aims 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 interim post will provide leadership to the fundraising and communications team, whilst the permanent Fundraising and Communications Director is recruited and onboarded. The role sits on the Senior Management Team and will support the function to deliver the fundraising and communications workplan, grow income and optimise profile opportunities. 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:** Interim Fundraising & Communications Director  
**Salary:** £55,000-£60,000 per annum (or up to £300 / day)  
**Hours:** Full time or part time considered  
**Duration:** Fixed term (3-6 months)  
**Location:** Access to office space in Manchester or London or based remotely as per our hybrid working policy

UK-Med is looking for a skilled charity professional to provide interim leadership of the fundraising and communications function of a fast-growing charity delivering frontline medical aid. We are looking for a passionate and experienced individual to help build our profile to drive our voluntary income growth in order 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. This important interim appointment will help the existing team deliver the fundraising and communications plans for the first one or two quarters of 2022, until the recruitment of a permanent Director is complete.

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

The closing date for this role is **Sunday 19<sup>th</sup> December** and we will be looking to hold interviews on **Tuesday 21<sup>st</sup> December** via Microsoft Teams. We are looking for someone who is available to start in January, and will be reviewing applications as they come. To arrange an informal discussion about the post, in the first instance please contact [recruitment@uk-med.org](mailto:recruitment@uk-med.org)

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

- A **detailed** explanation of your suitability for this post with **specific reference to the key role outputs**
- Full contact details
- Where you saw this role advertised

We strongly recommend that you read the Candidate Information Pack before applying.

Applications to be submitted through our [online jobs platform](#).

*Please note, UK-Med can only accept applications from people with an existing legal right to work in the UK and we cannot sponsor visa applications.*

# About you and the role

You'll be an experienced line-manager, able to support the team to deliver the departments goals for early 2022. The current team is small, consisting of a Fundraising and Supporter Care Officer, Digital Communications and Campaigns Lead and Communications and Media Manager, but full of energy, passion and potential – so you'll be comfortable supporting your team to prioritize and thrive. Experience of providing interim leadership or demonstrating how you've hit the ground running in previous roles will be a distinct advantage.

We're looking for a candidate with crisis communications and media risk management experience, as the Fundraising and Communications Director forms part of UK-Med's crisis management team. You'll have a solid understanding of ethical content gathering, beneficiary and donor safeguarding and a demonstrable commitment to upholding the values of equality, diversity and inclusion both in storytelling and personal conduct. You'll understand how to maximise media opportunities for supporter attraction and voluntary income growth, and support the team to embed our new brand story across our communications.

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. 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.

## Role Description

<b>Job Title</b>	Interim Fundraising and Communications Director
<b>Reports to</b>	CEO
<b>Duration</b>	Fixed term (3-6 months)
<b>Hours</b>	Full time or part time
<b>Place of work</b>	Access to office space in Manchester or London or based remotely as per our hybrid working policy
<b>Role purpose</b>	To provide temporary leadership to the Fundraising and Communications team to deliver the 2022 fundraising and communications plan.
<b>Key responsibilities</b>	
1	Lead the delivery of the fundraising and communications plan and support the team to achieve Q1 and Q2 objectives and income.
2	Provide effective line management and support to develop, nurture and empower members of the fundraising and communications team.
3	Provide monthly reports to SMT and quarterly reports to the board fundraising and communications sub-committee on performance against strategic priorities.

4	Ensure fundraising is conducted to a high standard and supporters receive an excellent experience, as outlined by the Fundraising Regular and UK-Med's own Privacy Policy, Fundraising Promise, Ethical Fundraising Policy and Safeguarding Policy.
5	Support the communications team to deliver the comms plan to build UK-Med's profile to attract and engage new supporters, and embed the new brand story across UK-Med's channels.
6	Act as the crisis communications lead on the Senior Management Team / Crisis Management Team and help develop and test crisis communications processes.
7	Ensure all content collection adheres to the high standards outlined in the Field Communications Brief and Safeguarding Policy.
8	Ensure UK-Med's storytelling upholds the values of our equality, diversity and inclusion policy and follows sector best practice.
10	Ensure UK-Med's brand story is delivered across all channels and interactions with supporters and other key audiences.
11	Support with other ad hoc organisational activities as required.

## Person Specification

<b>Qualifications / Professional Memberships</b>		
1	Evidence of Continued Professional Development relevant to the role purpose and level.	Essential
2	Other relevant qualifications or training.	Desirable
<b>Knowledge, Skills and Experience</b>		
3	Interim experience.	Desirable
4	Successful line management and team development experience.	Essential
5	Skilled collaborator, able to work with a broad range of internal and external stakeholders including working with trustees and senior volunteers.	Essential
6	Excellent communicator with strong and persuasive written and oral skills to present and convey complex ideas and issues clearly and coherently.	Essential
7	Experience of utilising brand to generate public and donor engagement from media, communications and campaign activity.	Desirable
8	Demonstrable experience of strategic work planning, budget setting, forecasting and fundraising financial management.	Essential
9	Crisis communications experience and media risk management.	Essential
10	Knowledge of ethical content collection and can demonstrate a commitment to equality, diversity and inclusion both in storytelling and day-to-day conduct.	Essential

11	Knowledge of and commitment to the Fundraising Code of Practice, fundraising and communication regulation and donor and beneficiary safeguarding.	Essential
12	Experience working in complex partnerships and building relationships with external stakeholders	Essential
<b>Personal Attributes</b>		
13	Adaptable, creative and collaborative.	Essential
14	Flexible, can-do attitude and good team player.	Essential
15	Friendly, approachable and enthusiastic demeanour with the ability to build rapport with a wide range of stakeholders to forge excellent working relationships.	Essential
16	Energetic, determined and resilient individual who thrives in a fast-paced environment.	Essential
17	Ability to work at pace and with a range of competing demands	
18	Goal-orientated, enjoys working independently with the ability to set clear objectives and plans to achieving them.	Essential
19	Committed to equality, diversity and inclusion and UK-Med's humanitarian mandate.	Essential
20	Willingness to work weekends and evenings as required.	Essential
21	Thrives in a working environment involving diversity of cultures, languages, and personal interests and agendas.	Essential