

## JOB DESCRIPTION AND PERSON SPECIFICATION

**JOB TITLE:** Director of External Relations

**REPORTS TO:** Chief Executive

**REPORTING TO POSTHOLDER:** Head of Individual Giving, Head of Corporate Partnerships, Head of Communications, Special Events Manager, Trust & Foundations Manager

**LOCATION:** London

**DURATION & HOURS:** Full time, 12 month fixed term contract

### INTRODUCTION

Farm Africa is at the forefront of transforming rural livelihoods in East Africa, working with smallholder farmers to grow more, earn more, protect the environment and respond to the challenges of climate change.

We are looking for an experienced, energetic and well networked fundraising leader to join our Senior Management Team and to manage our External Relations department (Fundraising and Communications) for a one year maternity cover, during what will be a critical and exciting period for the organisation as we deliver on our new strategy.

You will lead the teams to meet our fundraising targets across Individual Giving, Corporate Partnerships, Trusts and Foundations and Events, and to communicate the inspiring results and stories of our projects to a wide audience. It's an opportunity build our trust and foundations portfolio, expand our digital reach, and crucially to capitalise on Farm Africa's unique network and relationships across the UK food and farming sector.

### PURPOSE OF THE ROLE

To provide strategic leadership, management and coordination for Farm Africa's External Relations activities in order to deliver the organisation's strategy and business plan. As a member of the Senior Management Team you will work with the Chief Executive, other directors, and board of trustees to deliver Farm Africa's strategic plan, and specifically you will develop and implement the unrestricted and targeted fundraising activities. You will ensure compelling and creative communication of Farm Africa's work to new and existing audiences of donors, supporters and other stakeholders.

### KEY TASKS AND RESPONSIBILITIES

#### Strategic Leadership

- To lead the development of Farm Africa's overall unrestricted income generation and targeted income strategy to maximise income and growth.
- To provide leadership and direction across the corporate partnerships, individual giving, special events, supporter services and communications teams, translating the strategy into practical, achievable, integrated plans for delivery.

- As a member of the SMT, provide broader leadership across the organisation, contributing to the overall strategy, decision making and future growth of Farm Africa.
- Represent Farm Africa externally to build relationships and reputation, and to advocate for change, with partners, donors and government counterparts.
- Work with the Chair of the Fundraising Advisory Committee to ensure a schedule of meetings which provide effective governance oversight of fundraising and communications effectiveness.

### **Management and Operational Delivery**

- To ensure that Farm Africa's unrestricted and targeted income generation is maximised through a diverse, sustainable fundraising mix of individual giving, digital marketing, corporate partnerships, trust and foundations, philanthropy and supporter services.
- Provide excellent line management of the External Relations team to ensure effective income generation in line with the organisational and External Relations strategy.
- Have full oversight of the External Relations budget to ensure most effective use of fundraising investment.
- With the Communications team, deliver quality products and content to tell the story of Farm Africa's achievements and impact – from our annual report, programmatic learning products and webinars, to supporter appeals.
- Expand Farm Africa's focus and capacity in digital marketing and online fundraising.
- Ensure that Farm Africa's Food for Good network continues to grow, raising funds and awareness within the food and farming sector.
- Identify and grow unrestricted and targeted income opportunities through new and existing relationships with major donors and funders to maximise their funding potential, ensuring that all donors experience excellent stewardship to maximise their giving potential
- Motivate the team, celebrating successes and ensuring appropriate staff and volunteer recognition and wellbeing.
- Identify, assess and prioritise opportunities and risks which may affect the organisations ability to achieve income targets, monitoring performance against agree KPI's.
- Lead the development of Farm Africa USA, and Farm Africa's board in the United States to maximise the potential of fundraising opportunities under our 501c3 registration.
- Ensure compliance with relevant legislation (including GDPR), policies, Institute of Fundraising code of practice and the standards and practices associated with Farm Africa's membership of the Fundraising Standards Board.

### **Represent Farm Africa**

- Enabling us to build effective new relationships with corporate donors, high value donors and partners.
- Working closely with the Director of Programmes to ensure effective relationship management with high level institutional donors.
- As part of the Senior Management team, steward and role model the One Farm Africa culture
- Publicly represent Farm Africa as a specialist INGO to a range of audience

PERSON SPECIFICATION
Demonstrable breadth of fundraising knowledge, ideally to include personal experience of direct marketing/individual giving, corporate philanthropy, community and events and major donors
Demonstrable experience of delivering successful and innovative fundraising and marketing strategies within an international or domestic NGO
Deep understanding of marketing techniques – market segmentation, product selling points and consumer behaviour
Able to demonstrate creativity and an entrepreneurial approach to increase income and profile
A deep understanding of the role and breadth of communications (including digital) and how it links to fundraising and/or brand building
Track record of managing significant budgets and meeting funding targets
Proven management experience in a strategic or operational context
Shows consistency, flexibility, delegates appropriately, holds to account, provides recognition, builds confidence and enjoys and excels at leadership and management
Ability to manage and inspire a large team to work as one towards common goals
Ability to be credible at the most senior level, building and managing relationships with board level individuals
An ability to communicate with varying audiences in diverse ways, with excellent written and verbal communication skills
A passion for Farm Africa's work and a desire to serve the communities we support
A hard-working strategic and operational leader, not afraid to roll up their sleeves where necessary

## Our Values

Investing in smallholder farming is the number one way to combat poverty in rural Africa. Farm Africa is a leading NGO specialising in growing agriculture, protecting the environment and developing businesses in rural Africa.

- **EXPERT:** Expertise and insightful evidence-based solutions are at the heart of everything Farm Africa does.
- **GROUNDING:** Our teams and partners work closely with local communities, engaging them in every level of decision-making.
- **IMPACTFUL:** We deliver long lasting change for farmers, their families, and the environments they live in.
- **BOLD:** We model innovative approaches and are not afraid to challenge strategies that are failing.

Contact details:

[www.farmafrica.org](http://www.farmafrica.org)

