



JOB DESCRIPTION AND PERSON SPECIFICATION

JOB TITLE:	Director of Fundraising & Communications
REPORTS TO:	Chief Executive
LOCATION:	London
DURATION:	12-months fixed term, with the possibility to extend
HOURS:	Full time
SALARY:	£82,000 – £85,000 per annum

PURPOSE OF THE ROLE

To provide strategic leadership for Farm Africa's communications, fundraising and external engagement activities during a critical period of organisational and strategic development.

As a member of the Senior Management Team, the postholder will lead the development of Farm Africa's profile, influence, income generation and external engagement approach, ensuring the organisation is well positioned to deliver its strategic objectives and maximise its impact.

Working closely with the Chief Executive, Directors, Trustees and senior colleagues across the organisation, the postholder will strengthen collaboration across fundraising, communications, programmes and commercial activities, championing a One Income approach and ensuring Farm Africa presents a clear, compelling and consistent voice to external audiences.

KEY TASKS & RESPONSIBILITIES

1. Strategic Leadership

- ▼ Provide strategic leadership for Farm Africa's communications, fundraising and external engagement activities, ensuring they support the successful delivery of the organisational strategy.
- ▼ Lead the development and implementation of external engagement strategies that strengthen Farm Africa's profile, influence, partnerships and financial sustainability.
- ▼ Contribute as a member of the Senior Management Team to organisational strategy, leadership, decision-making, performance and culture.
- ▼ Build strong and effective relationships with the Board of Trustees and relevant Board Committees to support effective governance and oversight of fundraising and communications activities.
- ▼ Represent Farm Africa externally with donors, supporters, corporate partners, networks, sector bodies and other key stakeholders.



2. Fundraising and Income Growth

- ▼ Provide strategic oversight of Farm Africa's fundraising activities, supporting the delivery of sustainable income growth across philanthropy, trusts and foundations, individual giving, corporate partnerships and other income streams.
- ▼ Support and challenge senior fundraising leaders to maximise performance against agreed objectives, income and return on investment targets, ensuring effective resource allocation, strong net income contribution and value for money across all fundraising activities.
- ▼ Lead the continued diversification of Farm Africa's income portfolio, identifying opportunities to strengthen organisational resilience and long-term sustainability.
- ▼ Lead the development of Farm Africa's US fundraising strategy, leveraging the organisation's US 501(c)(3) charitable registration to increase income from foundations, major donors, corporates and other funding sources, while building Farm Africa's profile and network within the US market.
- ▼ Oversee the development of a refreshed corporate partnerships approach that reflects changing market expectations and supports the growth of strategic corporate relationships.
- ▼ With the Director of Programmes, support the development of integrated funding propositions that bring together philanthropic, commercial, corporate and institutional opportunities where appropriate.
- ▼ Ensure effective stewardship, relationship management and supporter experiences across Farm Africa's income-generating activities.

3. Communications, Brand and External Profile

- ▼ Provide strategic leadership for the development and delivery of a new communications strategy aligned to Farm Africa's organisational strategy and future ambitions.
- ▼ Strengthen Farm Africa's brand, positioning and external profile, ensuring the organisation communicates a clear, compelling and differentiated narrative across its priority audiences.
- ▼ Ensure communications activity supports organisational objectives, fundraising performance, stakeholder engagement, partnership development and organisational influence.
- ▼ Oversee the development of audience-focused communications approaches that enhance engagement with supporters, donors, partners, policymakers and other key stakeholders.



- Ensure Farm Africa effectively identifies and responds to communications, reputation and brand opportunities and risks.
- Ensure that Farm Africa's communications are appropriately resourced to support the organisation's strategic ambitions.

4. One Income Leadership

- With the Director of Programmes, co-lead the development and implementation of Farm Africa's One Income approach, fostering shared ownership, visibility and accountability for income generation across the organisation.
- Champion collaboration between Fundraising, Programmes, Commercial Supply and Country Teams, ensuring a coordinated organisational approach to income generation and partnership development.
- Support the development of a unified organisational view of the income pipeline, ensuring opportunities, relationships and stewardship activities are effectively coordinated across teams.
- Promote integrated approaches to partnership management, proposition development and relationship stewardship, helping maximise organisational opportunities and impact.
- Work with colleagues across the organisation to embed a culture in which income generation is recognised as a shared organisational responsibility.

5. Leadership and Management

- Provide inspirational and effective leadership to the Communications and Fundraising directorate, creating a high-performing culture based on collaboration, accountability, innovation and continuous improvement.
- Lead, support and develop senior leaders across the directorate, ensuring clear priorities, strong performance and effective team working.
- Ensure that structures, resources, skills and ways of working within the directorate remain aligned to organisational priorities and strategic objectives.
- Oversee departmental budgets and resources to ensure effective and efficient use of organisational investment.
- Identify and manage risks, opportunities and dependencies that may affect communications, fundraising or wider organisational objectives.

PERSON SPECIFICATION	
Essential	Desirable
Education & Qualifications	



Educated to degree level or equivalent	Further qualifications or memberships of relevant fundraising and development associates are welcomed
Experience	
Significant senior leadership experience in communications, fundraising, external relations or a related function.	
Experience of leading multidisciplinary teams and managing senior leaders.	
Demonstrable success in developing and delivering organisational growth, income generation or stakeholder engagement strategies.	
Strong strategic communications and brand leadership experience.	
Experience leading integrated communications and fundraising functions.	
Experience of organisational change, transformation or restructuring.	
Skills & Abilities	
Demonstrable success in developing high-performing teams.	
Experience performance managing senior leaders and improving function performance.	
Ability to operate at both strategic and operational levels.	
Able to demonstrate creativity and an entrepreneurial approach to increase income.	
Strong strategic communications and brand leadership experience.	
Experience of building high-value relationships with donors, partners, funders or other senior stakeholders.	
Other Attributes	
Able to build strong working relationships with trustees and senior stakeholders.	Experience within the international development sector.
Strong understanding of strategic communications, reputation management and stakeholder engagement.	Experience of developing fundraising activity in the United States, including engagement with US foundations, major donors, corporates or other funding sources.
Broad understanding of fundraising and income generation across multiple income streams.	
Ability to think strategically while maintaining focus on delivery and outcomes.	
Excellent leadership, influencing and relationship-building skills.	



Strong financial and commercial awareness.	
Excellent written, verbal and presentation skills.	

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.
- **GROUNDLED:** 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.

About Farm Africa

Farm Africa is a leading charity that works in partnership with smallholder farmers and small businesses in eastern Africa to improve the quality, quantity and value of their produce, so that they can support their families with more resilient livelihoods. We build the positive case for farming in harmony with nature, so that increasing yields goes hand in hand with restoring ecosystems and biodiversity.

www.farmafrica.org

Farm Africa, 1 St John's Lane, London EC1M 4BL

Tel: +44 (0)20 7430 0440

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