



Director of Income & Engagement

JOB DESCRIPTION AND PERSON SPECIFICATION

Job title:	Director of Income & Engagement
Contract:	Full Time, Permanent
Reporting to:	Executive Director
Salary:	£ 64,769.86 rising on an annual incremental basis. War on Want also offers a 6% contributory pension scheme.
Holidays:	27 days annual leave, which includes four closure days over the Christmas period; rising to 29 days after three years' service and 30 days after five years
Benefits:	Interest-free loan for season ticket or bicycle purchase
Hours:	35 hours per week, including occasional weekend and out-of-hours working, for which time off in lieu will be given
Based at:	Currently working from home and War on Want's head office, 44-48 Shepherdess Walk, London N1 7JP
Responsible for:	Department of seven staff, plus volunteers and interns
Deadline for receipt of applications:	12 noon 11 December 2023
Interviews:	First interviews scheduled for 15 December 2023 Second interviews scheduled for 19/20 December 2023

Job Description

War on Want is a dynamic organisation working in the UK and with partners around the world to fight poverty and defend human rights, as part of the movement for global justice. We believe a better world is possible. A world in which everyone lives a dignified life free from repression, injustice and climate disaster. We believe that poverty is political: the most effective way to end it is by taking collective action to challenge the structures of inequality and injustice.

War on Want campaigns in the UK to challenge human rights abusing corporations and governments; to hold those responsible for inequality and poverty to account. We publish in-depth research exposing injustice and human rights abuse globally. We work in partnership with grassroots groups, trade unions

and workers' organisations in the Global South. We stand in solidarity with movements fighting for their rights around the world.

We are proudly a membership organisation – and building the power of our members and supporters sits at the heart of our theory change. Our total income and expenditure is around £2 million per year, generously funded by monthly giving from our members, as well as public appeals, trusts and foundations, and gifts in wills.

About the role

You would be joining a small, engaged, and committed Senior Management Team, which meets regularly and takes an integrated, collaborative approach to fundraising, communications and broader organisational strategy.

You would work closely with our Executive Director, Asad Rehman, who is a recognised thought leader in progressive climate justice and human rights philanthropy spaces with wide-ranging experience of building key donor relationships.

You would be managing a talented team of 7 people spanning the full range of income generation, communications and engagement functions

A key organisational priority is building our integrated supporter engagement programme, which utilises a digital mobilisation approach to drive brand reach, increase our movement of members via regular giving, and maximise our campaign impact by creating wide-ranging opportunities for action.

You would be joining the organisation at a critical phase of growth and investment in key areas as we begin to set out our strategy for the five years ahead.

Key Tasks and Responsibilities

- Set clear strategic direction and drive ambitious, achievable stretch targets for all income streams, aligned to our vision, mission and strategic goals
- Direct and deliver War on Want's cross-organisational fundraising strategy, planning and implementation – with a focus on building sustainable unrestricted income generation and maximising core cost recovery
- Oversee the development of a balanced, sustainable and diverse range of income sources; proactively managing performance, monitoring return on investment, and developing the case for future investment
- Ensure an integrated approach to fundraising and communications, steering our supporter and membership engagement programme into its next phase of growth, and working with colleagues across the organisation to ensure this is connected to rich opportunities for deeper mobilisation and campaign impact.
- Oversee and monitor activity, ensuring there is a commercially astute approach to income generation; making data driven decisions to support growth and maximise ROI across all channels.
- Keep on top of new products, channels, trends and regulations – testing new approaches to ensure that fundraising and supporter engagement remains, resilient, ethical and well governed
- Oversee all grant application and reporting processes ensuring that core cost recovery is maximised and donor relationships continue to be developed as effectively as possible.

- Oversee the high value funding pipeline, reporting regularly on income projections to the board, and cultivate relationships with new and existing high net worth individuals and grant-making organisations
- Oversee policies and procedures necessary for fundraising to be compliant with all applicable regulations and best practice
- Act as an ambassador and spokesperson for War on Want, actively promoting its work, networking, driving new business and developing beneficial relationships.
- Oversee the communications and engagement strategy, ensuring this is well integrated with cross organisational goals, to protect and develop the brand whilst growing and engaging key audiences seamlessly across the organisation's activities and outputs
- Lead the team to maximise communication opportunities and partnerships, which amplify the messaging of War on Want's campaigns, international partners and fundraising activities, and which contribute to the wider narrative and public understanding of poverty and human rights issues
- Support a culture of data-driven working across the team, ensuring thorough analysis of all activities, setting and evaluating key metrics at regular intervals
- Contribute to the leadership and organisational strategy, planning, policy, decision making and every day running of War on Want as a member of the Senior Management Team
- Provide pastoral care and support the professional development of the department
- Lead, inspire and build the capacity of the department
- Embed a culture of high-performance in the team by developing departmental objectives, budgets and work plans, ensure performance standards are achieved, budgets are monitored, and results evaluated to drive continuous improvement
- Ensure that department systems, databases and procedures are rigorously maintained and used appropriately and that sign off processes are followed
- Work with the Council of Management (Trustees), reporting against departmental targets and presenting future plans for approval
- Work closely with the rest of the SMT and their teams to ensure alignment between fundraising, campaigns and international programmes
- Act as the SMT lead on Data Protection Officer, with oversight of processes, business rules and regulatory compliance and appropriate documentation

PERSON SPECIFICATION

Essential

- Experience of leading a cross functional team or department in an equivalent organisational context
- Proven track record of strategy development and operational delivery across a mix of income and engagement streams
- Experience of successfully securing funding partnerships from major donors, trusts, corporates, institutional and/or multi-lateral donors
- Significant experience of securing unrestricted income from individual giving across a range of channels and products
- Understanding of key principles for successful fundraising via a digital engagement/mobilisation approach
- Understanding of key principles in communications, marketing and brand positioning for growth
- Understanding and knowledge of best practices for delivering supporter care, managing supporter data , and implementing all relevant compliance
- Strategic thinker with the ability to multi-task and work to tight deadlines
- Intentional and adaptable manager with ability to manage staff at a range of levels
- Commercially astute with excellent planning, financial management and budgeting skills
- Previous experience working with Salesforce and/or Engaging Networks, or equivalent platforms
- The ability to demonstrate leadership, work collaboratively and influence effectively across a range of stakeholders, including staff, trustees, funders and partners.
- A commitment to the aims, values and vision of War on Want

Desirable

- Understanding of economic and social justice issues, and human rights in a global context
- Experience working for a small-medium sized charity.
- Experience of fundraising for campaigns work.
- Experience in an international development, climate justice or human rights-focused organisation
- Experience of working in, or with, Global South-based organisations.