



## Employment Opportunity Director of Fundraising and Communications



**Employment Opportunity: Director of Fundraising and Communications**

We believe in the rights of all children, everywhere, and that they should be valued, protected and met by all

We exist to make this the reality for children in northern Ghana, where more than half of all families live in poverty and 1 in 10 children die before their 5<sup>th</sup> birthday.

## Employment Opportunity: Director of Fundraising and Communications

# About AfriKids

The origins of AfriKids reach back to 1997, when a British traveller met passionate and committed local people in northern Ghana, doing what they could to help children at risk in their communities. In 2002, a fundraising charity was registered in the UK to help fund this work and by 2005, it was formally established as a non-governmental organisation in Ghana.

Today AfriKids is working with everyone it takes to change attitudes and improve services to protect at-risk children across northern Ghana and help give all children the opportunities for a secure and happy future, whatever their start in life.

Specifically, we promote the importance of education, protection and health for children, and work with all levels of society, from parents and community groups to the government and private sector, to improve the systems and services needed to provide these for all children, particularly those at risk.

Our approach combines support for children already at risk with making the important changes needed to tackle issues at the root, in order to prevent more children suffering.

### Our Mission

To ensure that every child in Ghana is afforded his/her rights as outlined in the United Nations Convention on the Rights of the Child, and to do this by building the capacity and resources of local people, organisations and initiatives to in such a way that they will be able to continue their efforts independently and sustainably in the future.

Our strategic priorities under this mission are:

- Education
- Child Protection
- Health





## Employment Opportunity: Director of Fundraising and Communications

# Our work

Now is a really exciting time to be joining AfriKids as we launch our new strategy to reach even more children across the north of Ghana. We've got big plans over the next three years:

## Education

We're scaling up our work in early years education ensuring kids get the best start to school life. We'll get hundreds of street children off the streets and into school. We'll provide loans to hundreds of trainee teachers and nurses to help them through their tertiary education. We'll help 45 schools become accessible to children with disabilities. We'll significantly scale up our microfinance programme so more families can support their own children's educations and break the cycle of poverty.

## Child Protection

We'll continue fighting to end child marriage and work in even more communities to eradicate the spirit child phenomenon. We'll increase capacity at our mothers and babies centre to ensure we can support malnourished babies back to health and teach their families to care for them once they are well enough to return home. We'll get hundreds of street children off the streets and into school. And we'll continue educating tens of thousands of children about their rights through our successful child rights clubs.

## Health

We're educating young people about their sexual health rights; and ensuring pregnant mums have access to antenatal care and can give birth in hospital to reduce maternal mortality rates. We're treating more than 50,000 cases each year at our hospital, more than 10,000 of which are babies with malaria. We'll provide thousands of free health screenings in schools, and set up an emergency fund for very sick children to receive specialist care. We'll grow our community based rehabilitation programme for children with disabilities.

## Employment Opportunity: Director of Fundraising and Communications

# Our values

## We are truly local

Our team of local staff in Ghana design and run all of our life-changing programmes from start to finish. Qualified, experienced professionals, they have a deep, personal commitment to improving life for children in their communities, and being known and trusted by the communities they work in is what makes them so effective, especially with some of our most complex work changing traditional beliefs. Fundraising and donor due diligence is led from the UK, but all to support local people delivering the right solutions in their own communities.

## We are transparent and accountable

We are fiercely committed to 100% accountability for all of the money we receive and spend in the UK and Ghana. We maintain robust governance policies and procedures including regular internal and external audits to ensure this. We publish independently audited accounts annually and encourage donors to ask us anything, anytime.

## We Say No to Pity

We will not trivialise the injustice of poverty or compromise the dignity of anyone we work with through pity advertising or by using inappropriate images or language when discussing sensitive issues. We hope sharing the positive stories of how our work is making a difference will inspire people to help us do more.

## We listen

Our programmes are developed by listening to what local people tell us they really need. Our exceptional stakeholder consultation gives every level of society a say on what we do, and gives us a clear view on what the government and other actors are doing. This ensures our projects are always truly needed, wanted and bought into by everyone it takes to make them work.

## We empower

Our approach is always to help children, families and communities help themselves. Our projects bring people together, equip them with knowledge and show them how to make and demand the changes needed for all children to have a better life in northern Ghana.

## We sustain

If it's not sustainable, it's not development. For us, this means two things:

### Addressing the root causes of issues as well as the symptoms

As well as providing direct support to children at risk now, we are also improving the education, child protection and healthcare systems of northern Ghana, to stop suffering in the first place, and improve every child's start in life.

### Creating changes that are sustainable without ongoing aid

All of our projects create change by educating local people and empowering them to make changes themselves. This way the changes we help make with each new project become permanently embedded, and continue to benefit children long after our involvement ends. While there is a lot of work to be done and making permanent changes take time, our projects will evolve and move, rather than create dependence on us and aid funding for changes to be sustained.

This is how we are helping people secure better futures for children that ultimately don't rely on aid.

## We respect people and planet

We work together with communities to end harmful traditional practices and protect children, while respecting local culture, heritage and environment.

We are conscious to minimise the impact of our operations on the environment and employ a reduce, reuse and recycle approach.

## We always want to do better

An ethos of learning and improving is ingrained in everything we do, from supporting training for all of our staff to continuously developing our Monitoring, Evaluation and Learning tools to measure our impact and inform our strategy. We welcome feedback from all of our stakeholders.

## Employment Opportunity: Director of Fundraising and Communications

# Benefits of working with AfriKids

As an AfriKids member of staff, you are one of the organisation's most important assets. We want you to love working for us and to feel supported in maintaining a healthy work-life balance and to develop personally and professionally while you're with us to give us your best!



### **Trips to Ghana**

Knowing the people we work with and support in Ghana is critical to you being effective in your role in the UK, and maximising the contribution you make to both organisations. Most staff enjoy an all-expenses-paid trip to Ghana every year or two in order to build relationships, learn more about the people we support and their local context and to gather experiences and information first-hand to share with our supporters and stakeholders.

### **Pension**

AfriKids offers a generous pension scheme, matching employee contributions up to 5 per cent.

### **Holiday**

All staff are entitled to over 20% more annual leave than the government requires. In addition to 8 Public Holidays, 3 Christmas break days, an AfriKids anniversary day and 22 days' flexible annual leave (full time equivalent), staff earn an extra day per year after 2 and 4 years of service with the organisation as a thank you for your continued hard work and commitment.

### **Time Off in Lieu**

While we can't offer additional pay for overtime, when staff working extra hours is essential, we compensate with extra time off. This includes overtime in the UK and while overseas with AfriKids, and is intended for resting, recovering and reclaiming personal time lost.



## Employment Opportunity: Director of Fundraising and Communications



### Travel Card loan

Being able to buy an annual travel card can significantly reduce the personal expense of travelling to work. We offer all staff interest-free credit for an annual travel card for their commute which they can pay off each month.

### Cycle to Work scheme

AfriKids are registered for the government's Cycle to Work Scheme, meaning staff who wish to can buy a new bike and cycling accessories tax-free through AfriKids with a loan they pay off each month, also spreading the cost of a new bike to make it easier.

### Learning and development

The quality of AfriKids' staff is paramount to the organisation's success, and as our activities and ambitions evolve and develop, so too do we need our staff to. AfriKids positively assesses the skills, knowledge and experience of staff regularly and offers all staff in house training, an annual training budget, ad hoc full team external training, study leave when earning new and relevant qualifications, and welcomes requests for other ways that AfriKids might support the learning and development of all staff at all levels.

### Sabbaticals

Whether for professional development or just a personal break, AfriKids offers all staff the opportunity to apply for a sabbatical after 4 years of service. These can be for 8-26

weeks and all we ask is that you keep in touch, don't do anything that conflicts with AfriKids and come back to work refreshed and ready for another chapter.

### Flexible Working

In order to support all staff in maintaining a healthy work-life balance, we offer flexible working including working from home when needed and Flexitime, which enables staff to manage their own hours. So when you need to finish early or have a lie in, you can.

### Sick Leave

It isn't in anyone's best interests for staff to be in the office or working when they are unwell. Our sick leave allowance is more generous than statutory requirements and allows staff to get back on their feet and back to work at a reasonable pace.

### Family support

AfriKids offer a range of benefits to support family life, including generous parental leave policies and compassionate leave when needed. We also offer a flexible working policy including flexitime.



## Job Description

# Director of Fundraising and Communications

### Terms:

- Full time, Mon-Fri.
- Permanent
- Competitive salary and benefits
- Immediate start
- Reports to: CEO
- Based: Central London

The driving seat of AfriKids' ambitious fundraising strategy; leading our brilliant fundraising team to think big and aim high in raising the funds needed to make our life-changing work with vulnerable children possible.

### Leadership and strategy

- Accountable for the charity's total fundraising target, circa. £2m.
- Developing and delivering an ambitious fundraising strategy which respects the history and principles of AfriKids, while growing our income opportunities and improving the security of our funding
- As part of the UK Leadership Team, providing vision, direction and expertise to the wider organisation, including playing an active role in the development and implementation of ambitious but achievable budgets and plans
- Owning the organisation's fundraising promise and principles to ensure our fundraising is always ethical, appropriate and compliant with the law and regulators
- Ensuring all communications with all stakeholders are prompt, clear and in line with charity guidelines, this includes the regular and accurate production of reports and papers as required for the CEO, the Board, the Leadership Team and staff
- Ensuring the fundraising team are equipped with everything they need to be effective, including fit-for-purpose fundraising systems and materials
- Leading with an exemplary level of professionalism and best practice
- Accountable for the effective management of grants to the charity, ensuring expenditure is in line with agreed restrictions and expected outcomes and that the requirements of grant agreements on the charity are met
- Accountable for the management of any donor restrictions on income, ensuring nothing is promised to donors that cannot be managed or is not in line with the charity's objectives and operations

### Day to day

- Guiding and motivating a highly professional, imaginative and driven team to deliver the fundraising strategy, effectively delegating and ensuring all staff deliver value for money and have strong personal development plans
- Identifying and securing funding opportunities across a balanced-risk portfolio of income streams, including major donors; trusts and foundations; corporates and statutory funders
- Taking a 'hands on' fundraising role to identify and bid for new funding opportunities, and where necessary leading on reports to funders
- Directing, leading and personally working through the fundraising cycle with donors (identify, research, prospect, cultivate, ask, close, thank, steward)
- Exploring new and innovative ways of raising funds - thinking outside the box and proactively creating new opportunities
- Personally delivering major donations from high net worth individuals and other sources
- Working collaboratively with the CEO, producing regular reports of progress against plans





### To apply:

Send a CV and covering letter to

[hr@afrikids.org](mailto:hr@afrikids.org)

- Developing and maintaining strong relationships with donors and prospects, maximising opportunities to secure income
- Leveraging the contacts of Trustees and pro bono supporters to good effect
- Working with the Chair, Trustees and supporters to encourage introductions to potential sources of giving and to ensure their successful involvement in the fundraising process
- Developing effective cases for support for all income streams/a variety of audiences
- Developing effective appeals and stewardship plans for different fundraising streams, taking account of required staffing and resource and building lasting engagement with donors
- Working with the finance team to ensure proper recording (including allocation) of income
- Maximising flexible (unrestricted) income opportunities to support core costs
- Overseeing the development of an integrated communications and marketing strategy that is on message and maximises value to fundraising
- Being a key ambassador for the organisation, representing at events, in the media and with donors and stakeholders
- Ensuring all donors have a brilliant experience supporting the charity, knowing where their money goes, seeing the difference they make and remaining inspired to continue their support and endorse us to others
- Maintaining productive and strong relationships with AfriKids Ghana
- Maintaining an in-depth, up to date knowledge of AfriKids Ghana's strategy, key services and projects
- Managing the fundraising pipeline with funding grids, fundraising KPIs and any tools needed to maintain a full view and keep the team informed about funding gaps, schedules and priorities

### Candidate profile

AfriKids' Director of Fundraising and Communications will be a highly respected professional fundraiser, with a proven track record of raising personally, and through their team, significant funds for a charitable cause. They will have experience of growing and developing a fundraising team and of building the appropriate infrastructure to support that team. They will be able to demonstrate their ability to function at a strategic and operational level. They will be excellent communicators, networkers and relationship builders. They will show meticulous attention to detail, be highly organised and structured in all that they do. They will be able to work under pressure and to thrive on challenge. They will have excellent leadership and management skills and be good team-players. They will have the reputation and ability to establish a high performing team and a best-in-class fundraising operation. They will have experience in all areas of fundraising with a particular emphasis on having raised substantial funds from high net worth individuals, but also with experience of trusts, foundations, statutory funders and corporates.



## Please note

AfriKids does not discriminate on the grounds of 'protected characteristics' as defined under the Equality Act and other relevant UK legislation.

AfriKids can only consider applications from candidates who have the right to work in the UK.

## Expectations and responsibilities of all AfriKids staff:

- Maintain a professional approach to work and colleagues at all times
- Represent AfriKids' values and uphold AfriKids' reputation at all times
- Understand and comply with all internal policies and procedures as are applicable to role and level
- Always strive to give AfriKids your best, embracing opportunities to learn and progress with the Charity's support
- Positively support equality of opportunity and equity of treatment to colleagues and stakeholders

## Amendments to this Job Description post-appointment

This job description reflects the core activities of the post. As the organisation and the post-holder develop, there will inevitably be changes in the emphasis of duties. It is expected that the post-holder will recognise this and adopt a flexible approach to work and be willing to participate in training.

If changes to the job become significant, the job description will be reviewed formally by the Senior Management Team in conjunction with the post-holder, considering carefully the implications of any proposed changes to the structure of the wider organisation and the impact on the post holder.

## Health and Safety

The post holder shall ensure that the duties of the post are undertaken with due regard to the Charity's health and safety policies and to their personal responsibilities under the provisions of the Health and Safety at Work Act 1974 and all other relevant subordinate legislation. For a more detailed definition of these responsibilities, please refer to the current versions of the Charity's health and safety policies, available from the Charity.

### Health and Safety Responsibilities

All employees have personal responsibilities to take reasonable care for the health and safety of themselves and others. This means:

- Understanding the hazards in the work they undertake;
- Following safety rules and procedures;
- Using work equipment, personal protective equipment, substances, and safety devices correctly; and
- Working in accordance with the training provided and only undertaking tasks where appropriate training has been received.

Employees shall co-operate with the Charity by allowing it to comply with its duties towards them.

This requires employees to:

- Take part in safety training and risk assessments and suggest ways of reducing risks; and take part in emergency evacuation exercises.
- Employees shall report all accidents, 'near miss' incidents and work related ill health conditions to their line manager.
- Employees shall read the Charity's health & safety policies to ascertain and understand their responsibilities as an employee and/or line manager.

## Information Security

In order to protect the confidentiality, integrity and availability of Charity information, including information provided by fundraisers, donors, customers, partner organisations, and other third parties, where applicable, employees will comply with the Charity's Data Protection and information security policies.

---

# Application

To apply for this exciting and rare opportunity with AfriKids, please send a CV and covering letter, outlining why you are the right candidate to [hr@afrikids.org](mailto:hr@afrikids.org)

For more information about AfriKids, please see our website and social platforms:

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

[facebook.com/afrikids](https://facebook.com/afrikids)

[twitter.com/afrikids](https://twitter.com/afrikids)

If you have any questions, please call 0207 269 0740 or email [hr@afrikids.org](mailto:hr@afrikids.org)



