

**Global Director of Fundraising and Communications
(Supporter Engagement Director)**

January 2019



Join the family ... be part of the end game

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Letter from Founder and CEO

Thank you for your interest in joining the family and helping to end cruelty to animals in Asia.



21 years ago, Animals Asia was founded with the primary goal of ending bear bile farming – a horrific trade that is arguably the world’s cruellest form of animal abuse. Last year, the Vietnamese Government announced its partnership with Animals Asia to bring this to an end by 2022 and we are now working on the exit strategy – within touching distance of achieving our goal. There has never been a more exciting time to join the team and be part of this historic, rewarding journey but in order to make it happen, there’s still a huge amount to be done.

That’s why the Director of Fundraising and Communications is such an important role.

We have two sanctuaries in Vietnam and China but it’s likely we’ll need to build more. We need somebody who is able to lead a global capital campaign to make this happen. The successful person will take charge of an outstanding global fundraising and communications team full of talented, driven and highly experienced professionals who have the ambition, skill and passion to drive the transformational growth required. We have invested heavily in the Directorate over the last 5 years and made huge strides, but still have a lot to do before we realise our potential. This is a rare and exciting opportunity for a leading fundraising professional to make a significant impact in income, brand and ultimately the lives of Asia’s animals.

You will have extensive experience at Director level, ideally within a global organisation. As you’ll be joining the Leadership Team, our preference is that you will either already be based in, or willing to move to Hong Kong. This role will be demanding but in return, you’ll be joining an organisation that has a family ethos and is really making a difference to our animals and our dedicated, treasured supporters.

Please take time to read through this job pack, take a look at our website, and read through the job description/person specification to see how you would meet our needs.

If you are keen to join the Animals Asia family and be part of this inspirational journey, I look forward to hearing from you.

Warmly,

A handwritten signature in black ink that reads "Jill Robinson". The signature is written in a cursive, flowing style.

Jill Robinson MBE
Founder and CEO



Director of Supporter Engagement, Animals Asia Foundation

Reports to: Chief Executive Officer

Responsible for: International Country Directors and Development Manager
Head of Individual Giving
Head of Communications
Head of Data Services (database management and analysis)
Major Donor Services

Location: Hong Kong (preferred)

Scope of the Role

A member of the organisational leadership team, this pivotal role is responsible for all areas of Supporter Engagement with a particular focus on raising income and awareness in order to sustain and expedite the organisation's ability to end bear bile farming and cruelty to animals across Asia.

The primary purpose of the role is to provide strategic direction and leadership to the SE team and ensure the organisation has a fully developed and diversified income programme including individual giving, digital fundraising, bequests, mid and major donors, corporate, trusts and foundations, events and community and volunteer networks.

The team currently generates around \$12m each year and is about to embark on a transformational fundraising campaign which will see this rise significantly over the next five years. The team structure includes a centralised marketing team which services all markets, and local fundraising operations in Australia / New Zealand, USA, UK, Europe, Hong Kong and China.



Director of Supporter Engagement

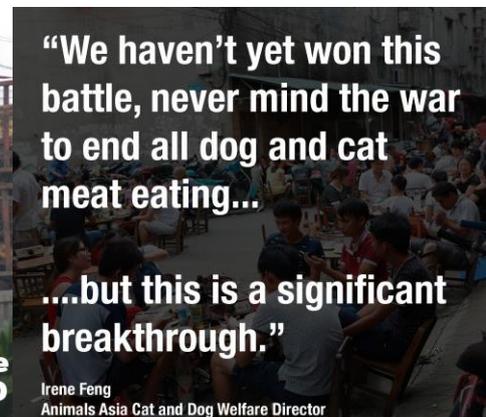
Job Description

1. Leadership and Strategy

- Ensures that fundraising at AAF is carried out in keeping with our vision, mission, values, and culture.
- Works within the Leadership Team, taking a lead role in developing organisational strategic plans. Ensures the SE strategy integrates with these plans and the SE short- and long-term goals enable the organisation to deliver its objectives.
- Represents the SE team at board level, clearly articulating risks and opportunities that challenge and support organisational health and works with Leadership to address ongoing organisational development.
- Reports to the board progress against strategic plans, highlighting successes and challenges.
- Feeds board requirements back to the SE team.
- Keeps informed of trends in fundraising development, leadership and management and the not-for-profit sector.
- Creates and delivers a market responsive, progressive strategy based on data and insight analysis which increases sustainable net income and an appropriate balance of restricted and unrestricted funds.
- Develops robust planning and management tools to ensure the global strategy is delivered and evaluated effectively and efficiently.
- Leads the development of a compelling, multi-year, global capital and revenue fundraising campaign, meeting ambitious short-term targets and transforming AAF's long-term income generation potential.
- Defines and secures appropriate and sufficient resources required for growth and manages them in such a way as to maximize their impact. Assures appropriate market testing to reduce risk and assure success.
- Ensures collaborative working across the charity, ensuring that fundraising, digital and brand opportunities are maximised, enabling AAF to realise its global and national potential.

2. Financial and Impact Management

- Works with the CEO and ensures AAF has effective impact measurement systems that provide the SE team with the relevant qualitative and quantitative data to secure funds and update supporters.
- Ensures the development and review of multi-year financial management plans for fundraising, to provide a strategic indicator to AAF's Leadership Team and Board, regarding present and future fundraising income and expenditure forecasts.
- In line with AAF's systems, prepares, manages, monitors and reports on a rolling fundraising and communications plan and budget, including achieving planned income and expenditure levels and all other agreed KPIs.
- Ensures the organisation maintains focus on net return. Ensures stakeholders have sufficient long-term forecasts to accurately assess income and long-term ROI / Life Time Value.
- Provides general oversight of all the organisation's fund development activities, manages the day to-day operations of the development function, and monitors adequacy of activities through coordination with staff, appropriate committees and governing body.
- Identifies risks to the generation of income and proposes plans to mitigate and offset them.



3. Income Generation

- Builds and maintains the high-quality relationships necessary for successful income generation and supports colleagues to do the same.
- Maximises donor acquisition, value and retention across all streams.
- Ensures the key benchmark and measurement tool is Lifetime Value. Provides analysis and explanations where required to communicate this to the board and Leadership Team.
- Ensures each market has a diverse mix of income sources that capitalises on all opportunities per market, tailored to the needs of the organisation.
- Solicits gifts on behalf of the organisation, when requested by CEO, Country Directors or Major Donor Managers.
- Ensures AAF has an efficient and effective CRM system capable of managing complex supporter journeys and maintenance of donor and prospect records.
- Ensures the fundraising teams generate sufficient unrestricted income in order to provide the organisation with the flexibility and reserves needed.

4. Communications and Branding

- Ensures the promotion and the protection of AAF's values and brand.
- Reviews and enhances the digital strategy, with an emphasis on website improvement, and SEO and social media presence.
- Ensures the Communications team is able to raise AAF's profile across new and existing markets and across a number of different media, providing support as required.
- Ensures the Communications team has sufficient resources in place in market and online to achieve the level of reach and awareness required to sustain the required growth.



5. Performance and Team Management

- Leads a team across four continents, ensuring there is cohesion and collaboration through effective communication and management systems.
- Leads, inspires, develops and manages the Fundraising and Communications team to reach agreed income targets.
- Reviews and monitors departmental fundraising budgets and collates regular performance information for the CEO and board.
- Sets and monitors realistic work plans, objectives and targets for the Fundraising and Communications team.
- Monitors and evaluates the performance of fundraising/communications activities against plans, forecasts and targets including regular 1:1s and annual appraisals.
- Assures stability by creating a working environment that is rewarding to staff and volunteers.
- Leads on the recruitment of new fundraising and communications staff where appropriate.
- Leads the Fundraising and Communications teams, including collaborating with department heads to set realistic work plans, objectives and targets.
- Gets our name out there as an employer of choice to attract the best fundraising and communications talent and nurtures and encourages continued professional development of the team.

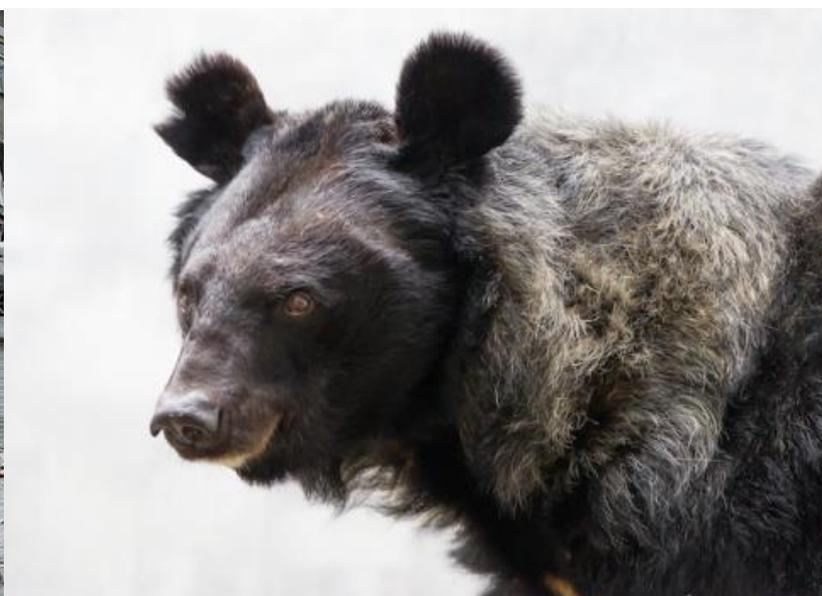


6. Policy and Compliance

- Keeps up-to-date with any legal, political, environmental, social or sector changes that could impact the organisation's ability to meet its fundraising plans.
- Develops and maintains relevant policies and procedures to ensure safe and effective fundraising including a risk management strategy per market.
- Ensures all markets are compliant with all relevant regulations and laws within each country of income generation. Maintains accountability standards to donors and ensures AAF complies with professional codes of conduct and always maintains best practice.
- Establishes and maintains philanthropic principles, policies and procedures for the global team, taking into account market specific requirements where necessary.
- Develops effective methods of quality assurance and improvement, including data collection for all income generating activity and promotes the highest standards of practice.

7. Advocacy and Networking

- Acts as an ambassador for AAF, undertaking speaking engagements, acting as a spokesperson with the media, and attending AAF external networking events.



Performance Expectations

As a member of the Leadership Team, this is a senior position that helps set the direction and ensures the health of the Foundation. The individual is expected to:

- Be a competent fundraising technician and an excellent organisational development specialist.
- Translate broad goals into achievable steps.
- Help set and manage appropriate expectations.
- Handle detailed, complex concepts and problems and make rapid decisions regarding management and development issues.
- Establish strong and appropriate relationships with CEO, staff, governing board, volunteers, donors and the general community. Develop smooth and constructive relationships with all stakeholders.
- Plan and meet deadlines.
- Maintain a flexible work schedule to meet the demands of executive management and a global team.
- Demonstrate initiative and work as a team player.
- Adhere to the highest ethical standards in management, governance, and fund development.
- Convey a professional and positive image and attitude regarding the organization and the not-for-profit sector.
- Demonstrate commitment to continued professional growth and development.

Person Specification

E - Essential

D - Desirable

Knowledge

- A thorough understanding of the global fundraising market E
- Up to date and detailed understanding of fundraising principles and strategies E
- Understanding of Data Protection, Regulation and fundraising best practice E
- Understanding of leadership and organisational development E
- Knowledge of how to deliver multi million \$ capital campaigns E
- Knowledge of brand, PR, communications and digital platforms E
- Understanding and familiarity of animal welfare issues and sector D

Skills/Attributes

- A warm, compassionate personality with a collaborative approach E
- Results and target driven with an ambition for growth E
- Ability to develop compelling vision and inspire board, staff and supporters E
- High levels of emotional intelligence E
- Creative and lateral thinker with an innovative and strategic approach to developing fundraising strategies E
- Comprehensive budget / forecast planning and management skills E
- Excellent networking and influencing skills at the highest level E
- The ability to interpret and stress test complex fundraising data and plans E
- Outstanding leadership skills including conflict resolution E
- Solution focused with an entrepreneurial spirit and a 'can do' attitude E
- Able to leverage the value of CRM databases and reporting tools E
- Demonstrates a strong commitment to the values of AAF E

Experience

- At least 10 years' experience in a fundraising leadership / Director role E
- At least 3 years leading a global fundraising team E
- At least 3 years' experience managing income portfolios of \$12m + E
- At least 2 years' direct experience of Major Giving fundraising E
- Experience of leading communications strategies and teams E
- Experience of running successful multimillion \$ capital campaigns E

Qualifications / Training

- Educated to degree level E
- Major Donor training D
- Possess fundraising certificate or diploma D

Circumstances

- Able to work variable hours and weekends as required E
- Able to accommodate global meetings early morning / late evening E



Conditions and Benefits

Place of work	Hong Kong (preferred)
Salary	Competitive
Working hours	<p>Full time – standard hours are 37.5 hours per week from 9am to 5.30pm (with a 1-hour unpaid lunch break).</p> <p>You will be required to work such additional hours as are necessary to fulfill your role which may include evenings and weekends. You will be expected to manage your hours, responsibilities and workload accordingly.</p>
Reports to	CEO
Manages	<p>International Country Directors and Development Manager</p> <p>Head of Individual Giving</p> <p>Head of Communications</p> <p>Head of Data Services (database management and analysis)</p> <p>Major Donor Services</p>
Budget responsibility	Income and expenditure
Probation	The appointment will be subject to the satisfactory completion of a six month probationary period.
Annual leave	<p>Initially 25 days per year. (Subject to which country the role is based)</p> <p>The holiday year runs from January 1st to December 31st.</p>
Other benefits	(Subject to which country the role is based)

Recruitment Schedule and How to Apply

To apply	Please send CV's (no photos) with covering letter stating the skills and approach you would bring to the post to Karem Armstrong at karem@darylupsall.com
Closing date	Sunday February 24th, 2019
First interview	With Leadership Team (via Skype if located outside Hong Kong)
Second interview	With members of the team (via Skype if located outside Hong Kong)
Final interview	Founder and CEO
To find out more	www.animalsasia.org

