

Job Description

Group Director of Engagement

Responsible to:	Engagement Directorate
Accountable to:	Chief Executive
Budget responsibility:	£4.7m supporter engagement to raise over £10m £0.4m Sense International to raise over £2m £1.3m Policy and communications expenditure

About the role

Reporting to the CEO and responsible for raising over £20m of fundraising and trading income, this executive role aims to grow income by at least 30% over the current strategic period through a diverse fundraising portfolio. 2020 and 2021 have been challenging, yet incredible years for Sense, beating fundraising targets by £3m and now with ambitious goals to continue the growth trajectory with increased income.

We have built good foundations in integrating across our policy, communications and fundraising teams cross the directorate and our agile ways of working have proved to be successful. In 2019/20 over 50,000 people took a campaign action– and we now aspire to grow our media outreach and profile to gain increased public support and ensure policy makers are reached on the issues that matter to people with sensory impairments.

Specific Responsibilities

1) Strategic leadership & implementation

- Working with the CEO, Executive team and the Head of strategy, lead the organisation to deliver the organisational strategy and plan.
- Lead the development of the Supporter Engagement Strategy, inspiring more people to actively support the lives of people living with sensory needs
- Lead and inspire staff through a shared vision and well-defined personal development plans and objectives.
- Lead the implementation of a diverse fundraising portfolio including individuals, high net worth donors, challenge events / virtual participants, community and trusts and foundations.
- Ensure all activities are compliant with data protection and fundraising regulations

2) External Representation & Brand

- Lead the brand strategy to drive awareness
- Oversee the development of our brands to: help strengthen levels of trust and awareness
- Drive the strategy for accessible and engaging content which inspire audiences to take action
- Working with the Deputy Director of Engagement, design clearly articulated brand awareness campaigns across owned, earned and paid for media to influence policy makers, parliamentarians and commissioners.
- Represent Sense externally through the media and events, as well as building senior level relationships with corporates, high net worth individuals and trusts & foundations

3) Insights & impact

- Through audience insights make evidence-based decisions to improve Supporter Engagement activities
- Reporting to the CEO and Board of Trustees, track and report progress against KPIs highlighting risks and mitigations to deliver on financial, campaigning, policy and brand targets.

Person Specification

Group Director of Engagement

The essential criteria are those things which you must have to do the job. Desirable criteria are those qualities that would be either useful, or an advantage to have and/or are things that you could be trained to do.

Education and Training	
Essential Criteria	Desirable Criteria
Relevant level of formal education or equivalent qualification by experience	Fundraising body membership
	Experience of public speaking

Achievements, Experience, Skills & Abilities	
Essential Criteria	Desirable Criteria
Senior leadership in a customer or supporter marketing and sales/fundraising function	Senior leadership experience in a supporter engagement (or similar) function within the not-for-profit organisation
Experience of raising significant levels of fundraised or sales income from a diverse range of streams include Individuals, High Net worth Individuals, Trusts and Foundations, Events and Community sources	Experience of retail / trading / ecommerce Experience of tech partnerships
Experience of leading, managing and motivating teams including setting and monitoring performance objectives	Experience of performance management and disciplinary procedures

<p>Analytical Skills including evidence of strong data analysis and strategic planning; performance indicator tracking; finance and budget management</p>	<p>Ability to use Excel for advance levels of data analysis</p>
<p>Communication Skills including evidence of excellent report writing and presentation abilities; innovation and lateral thinking; negotiation and persuasion</p>	
<p>Technical Skills including evidence of recent and relevant understanding of the UK fundraising market; recent developments with UK data compliance; crisis management; supplier management,</p> <p>Experience of using Raiser's Edge or similar CRM system</p>	
<p>Collaboration skills including evidence of staff management and motivation; attending Senior Management Team meetings and Board meetings; facilitation of meetings; relationship building and networking</p>	<p>Coaching or mentoring experience; recognising performance</p>
<p>Change skills including evidence of encouraging new ways of working, setting goals and targets and monitoring progress</p>	<p>Leading and championing agile working practices</p>