

JOB TITLE: HEAD OF INTERNATIONAL MARKETING

A. Main Purpose of the post

Lead the development of Christian Aid's international expansion programme to new markets for marketing, advocacy and fundraising purposes. Initially this will be Spain and North America. Other countries to be agreed.

B. Position in the organisation

- a) Reports directly to the Marketing and Supporter Care Director (based in London)
 - b) Member of Marketing Senior Management Team
 - c) Member of Christian Aid Strategic Management Group (SMG)
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C. Scope of the post

- a) Lead and manage strategic development of Christian Aid's entry into new fundraising markets built on Christian Aid's brand values and strategic framework, including development of appropriate branding.
- b) Lead, develop and manage the implementation of marketing and communications plans in new markets, including selection and management of contracts and relationships with key suppliers.
- c) Develop and directly manage appropriate management structures within new markets.
- d) Secure, retain and develop committed support and generate income from a variety of voluntary sources and support colleagues to generate income from institutional donors.
- e) Monitor, evaluate, adjust and report on plans and expenditure to ensure that Christian Aid's income targets are achieved.
- f) Coordinate activity from other internal stakeholders such as campaigns and advocacy to develop an expression of the full brand in new markets and support its implementation.
- g) Develop with others in the UK and elsewhere efficient and effective management systems.

- h) Research, advise the directors and make plans for new opportunities for Christian Aid to develop other new markets.
 - i) Support and resource the governance structures in new markets and ensure that tight brand control is exercised of the Christian Aid and any new brands.
 - j) Ensure and take responsibility for the protection of the brand image, professional relationships and other identified risks for Christian Aid.
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D. Dimension and limits of authority

- a) Advises the directorate on new market strategy and takes lead responsibility and accountability for this work in Christian Aid
 - b) Directly manages Head of Office (Madrid)
 - c) Chair new markets project board
 - d) Manages investment budget of at least £1M
 - e) Develop strategy and positions within Christian Aid' corporate framework and agreed policy and media positions.
 - f) Develop and maintain relationships at a senior level
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Person Specification

Qualifications

Essential

- Higher degree level or equivalent in relevant discipline, e.g. management, marketing, communications.

Experience

Essential

- Significant experience and proven success in developing and marketing new national markets on budget and to target
- Significant experience of advanced understanding of corporate issues
- Significant leadership experience
- Management of staff, including distance management and clear success in delegation and performance management.
- Strategic planning and budgeting
- Significant experience of working independently

Skills

Essential

- Developing with colleagues, vision and purpose, and translating that vision into practical work plans
- Strong marketing and analytical skills with detailed understanding of the processes and practicalities.
- Detailed understanding of budgeting and evaluation of fundraising initiatives
- Consistent attention to detail
- Completing projects and deliver excellent results
- Entrepreneurial with the ability to generate strategic alternatives
- Excellent presentation skills and written and spoken English.
- Excellent supporter care and communications skills
- Highly self motivated self starter
- Ability to work strategically with good time management
- Ability to work in teams with good interpersonal skills
- Leading and managing in structured and informal situations
- Good IT skills including word processing, spreadsheets and use of the internet
- Strong personal organisational and self management skills.

Desirable

- Knowledge of a second language

Commitment

Essential

- Committed to the aims of Christian Aid, to support the world's poorest people as they struggle for life and justice.
- Desire to work as part of a team
- A natural fundraiser who is entrepreneurial and energised by raising money
- Able to regularly travel internationally

The post holder may be assigned any other reasonable duty as may be consistent with the nature of the job and its level of responsibility. The post holder will be expected in undertaking the role to comply with any policies and procedures that Christian Aid may issue.

The job description is not prescriptive, it merely outlines the key tasks and responsibilities. The key tasks and responsibilities are subject to change. Any changes will be made in consultation with the post holder.

Christian Aid's usual terms and conditions apply.

E. Overview of the post

Christian Aid is a highly successful International NGO headquartered in the UK. Its essential purpose is to expose the scandal of poverty, contribute to its eradication, and challenge the systems and structures that keep people poor, excluded and marginalised. Christian Aid works with people who are poor and marginalised irrespective of their creed. Christian Aid is a signatory to the Red Cross Code of Conduct.

Traditionally the main financial support has come from the British and Irish churches, but a proactive approach over the last few years has seen income from other sources grow, with a total income in 2007/8 of over £90M, 80% of which is voluntary income. Christian Aid works through over 600 partner organisations throughout the world and is the largest international grant maker in both percentage and absolute terms of all British NGOs.

Given a strong record of good quality programmatic and advocacy work and driven by a desire to raise more resources to support this work, Christian Aid is now looking to widen its ambition to invest in developing new markets in Europe and beyond for fundraising and advocacy.

The new post of Head of International Fundraising would lead the strategic development and implementation of this work. Initially this would be in Spain and the US. For a talented and experienced marketer this is an exciting opportunity to lead and make a significant contribution to the development of this high energy, confident, focused and ambitious INGO.

The post is based in London.