

	Foundation for Women's Health Research & Development
---	---

Job Description- Head of Communications and Business Development

Reports to:	Executive Director
Responsible for:	Special Projects and Events Manager and Monitoring, Evaluation and Learning Manager
Salary:	(£37,000- £42,000 pro rata) depending on experience
Hours	28 hours
Tenure:	2 years

Job Purpose

The Head of Communications and Business Development is a new role that has arisen in FORWARD to help take us to the next level of our development. Under the direction of FORWARD's Executive Director, and as a key member of the organisation's Senior Management Team (SMT), the Head of Communications and Business Development will lead in the development and delivery of the Fundraising and Communication strategies. Your role will also include setting and delivering on income targets from a diverse range of sources, maximising our donor relationships and leveraging new income generation opportunities, as well as developing a communications plan.

You will head one of the three programs of the organisation, providing line management support to the events, communication, and monitoring and evaluation staff.

You will contribute to the overall strategic management of the organisation as a core member of the SMT and represent the organisation at high level meetings and events and, where needed, serve as deputy.

Key responsibilities

1. Communication and external engagement (30%)

- Develop and deliver FORWARD's Communications Strategy and annual plans, to ensure they support the overall strategic plan, and enhance awareness of FORWARD's programmes and organisational profile.

- Represent FORWARD externally; engaging effectively with donors, peer organisations/partners, policy makers and stakeholders to explain our approaches, and share programme learning and impact.
- Oversee FORWARD's media, events and external relations working with key staff within the team and the organisation to proactively engage externally about the work of the organisation.
- Oversee the prioritisation and delivery of all of FORWARD's communications including press and PR activity, print communications, publications and digital communications – with a particular focus on FORWARD's digital presence. This will include:
 - Oversight and responsibility for FORWARD's website: ensuring the communications team is consistently maintaining fresh content, relevant news items are commented on, FORWARD's research is show-cased, and FORWARD's thought leadership established.
 - Oversight and responsibility for FORWARD's social media presence: ensuring the communications team is regularly publishing fresh content, relevant news items are commented on, FORWARD's research is show-cased and FORWARD's thought leadership established.
- Work with programme heads and leads to agree communication frameworks for delivery partners working on projects: establishing areas of responsibility for communications, agree reporting and evaluating measures, monitor activity.

2. Business Development and Fundraising (20%)

- Lead and oversee the successful delivery of FORWARD's Fundraising Strategy, seeking to grow, diversify and strengthen the sustainability of the organisation's funding base and funding streams.
- Maintain and cultivate effective relationships with current donors and funders to engage them about FORWARD's work and events, ensure that the organisation meets all donor requirements, proactively devise a range of engagement opportunities for donors to increase income.
- Proactively seek and cultivate new, diverse fundraising opportunities from major donors, trusts, corporates and individuals. Develop and deliver a range of targeted pitches, proposals and case studies for support, which can be used effectively with a range of audiences, working with consultants on this activity where required.

- Work with other programme heads to identify current funding requirements for core programme activities and specific projects from foundations, trusts and government.
- Oversee work targeting key supporter relationships for the organisation such as our Patrons, Ambassadors, Board of Trustees to ensure they are adequately supported and enabled to engage with the charity in a meaningful and effective manner.
- Keep up to date with fundraising trends particularly with regards to new legislation and regulations in the sector and ensure compliance at all levels of the organisation, working with consultants on this where required.

3. Monitoring, evaluation and learning (20%)

- Support the Monitoring, Evaluation and Learning Manager in the development of systems to collect, store and analyse data, ensuring that the processes and systems adopted are ethical and in line with relevant data protection policy and legislation.
- Support the Monitoring, Evaluation and Learning Manager in ensuring that data collection is routinely collected, accurate and consistent, ensuring that data can be collated across the organisation to facilitate impact measurement.
- Support the Monitoring, Evaluation and Learning Manager in delivering effective data analysis, including quantitative analysis, where necessary, and presenting key findings in a way that is accessible to a non-specialist audience.
- Support the Monitoring, Evaluation and Learning Manager in the commissioning of research and evaluation work from third parties where required and to manage and nurture relationships with academic institutions to ensure work meets high standards.
- Ensure that all programme and project evaluation reports produced are high quality, accessible, meaningful to key audiences, clearly formulate recommendations for activity development as appropriate, and thus form useful input into the communication and PR activities.

4. Programme and Staff Management (20%)

- Provide effective leadership to the team members including monitoring staff performance and development, setting objectives and conducting annual appraisals.
- Set out clear objectives and key performance indicators and provide regular plans for team members to motivate and support prioritisation and effectiveness.

- Support professional development and talent planning across the team, including building individual skills and confidence.
- Co-ordinate specific projects as defined by the Executive Director.
- Develop annual fundraising targets, monitor income against fundraising budgets and provide reports for the Board of Trustees when required.
- Provide guidance and financial and fundraising forecasts to the SMT to facilitate planning of other teams.
- Support the Fundraising Committee of the Board of Trustees, attending quarterly meetings and Board meetings where necessary.
- Deputise for the Executive Director where needed.

5. General duties (10%)

- Meet quality standards in all aspects of work to ensure that FORWARD maintains its distinctive positive reputation.
- Promote the aims and objectives of the organisation.
- Take steps to ensure the safety and confidentiality of service users, staff and stakeholders.
- Carry out duties appropriate to the role that are necessary for the effective functioning of the organisation.
- Occasionally work evenings and weekends, when necessary.
- Be self-servicing and work flexibly as a member of the team.
- Carry out duties appropriate for the role that are necessary for the effective functioning of the organisation.

The above job description reflects the position at the time of writing; it is not intended to be a task list but indicates the general level of work involved. It is expected that duties will be reviewed and revised as required.

Person Specification

Skills and experience

<p>Qualifications</p> <p>Experience Essential</p> <p>Skills Essential</p>	<ul style="list-style-type: none"> • Post graduate degree in related field including operations research, development studies, public health, or international development • 5 years' experience with demonstrated results conducting research or monitoring and evaluation, including qualitative and quantitative data collection and analysis. • Significant track record of business development and fundraising. • High level understanding of strategic development and communication. • Experience of coordinating research and disseminating research, including writing evaluation reports and briefs, organising dissemination events, and presenting findings. • Experience managing staff and working in teams. • Understanding of donor expectations and trends in monitoring and evaluation. • Extensive experience of donor and funder report writing. • Excellent data analysis and report writing skills. • Proven ability to work with diverse and large teams and foster a positive working environment with local and international partners. • Written and spoken fluency in English. • Knowledge transfer skills including training, facilitation and mentoring. • Excellent IT skills, including use of data processing packages including SPSS, Atlas. • Ability to work under pressure, manage a complex and diverse workload and attention to detail. • Good organisational, planning and management skills.
<p>Experience Desirable</p>	<ul style="list-style-type: none"> • Experience of relationship management. • Experience of fundraising and proposal development. • A good understanding of development issues, the global development agenda, and monitoring, evaluation and learning trends in the field of international development. • Experience of staff and volunteer management and performance management within a multi-cultural environment. • Experience with management information systems. • Knowledge of budgets and financial management.
<p>Personal Qualities</p>	<ul style="list-style-type: none"> • Commitment to working in the charity sector on issues pertaining to violence against women and girls and the rights of African women and girls. • Commitment to, and passion for, international development through equality of opportunity, respect for cultural diversity.