

Job Announcement

Alianza por la Solidaridad



Director of Engagement, Communications, and Partnerships

The deadline for applications is Sunday 16th June 2024

Location:	Madrid, Spain. Flexibility with telework options.
Location type:	Hybrid – flexible
Reporting to:	Country Manager
Manages:	Team of 4 Communications and Fundraising staff
Annual salary:	Annual gross salary starting from €50,000 EUR.
Contract type:	Permanent contract with a 6-month probationary period
Working hours:	36 hours per week, with flexible scheduling options to support work-life balance.
Candidate level:	Senior management team

Background

Alianza por la Solidaridad-ActionAid is a well-established Spanish NGO, committed to advocating for Human Rights and Social Justice for over 38 years. Driven by a feminist vision, we aim to transform the world and are calling for passionate individuals to advance this mission. As part of the ActionAid International Federation since 2018, our reach extends across more than 70 countries, focusing on women, youth, and migrants to challenge existing structures and foster just societies.

Our organization has a strong foundation in institutional funding, and since 2019, we've significantly grown our donor base and income through an ambitious individual giving program, aligning with strategic objectives for long-term sustainability.

Purpose of role

We are searching for a dynamic Director of Engagement, Communications, and Partnerships. This leader will harness the synergy between robust engagement practices, partnerships, and strategic communications to significantly enhance our fundraising initiatives and organizational visibility. This

crucial role within the Senior Management Team (SMT) will focus on maximizing private income and driving significant organizational revenue growth.

The role demands innovative strategies to elevate our public presence and deepen engagement with our supporter base through compelling storytelling and strategic communication. As we aim to expand our impact and reach, the importance of crafting powerful messages and deploying effective communication channels cannot be overstated.

We are looking for a candidate with a high-energy, results-oriented approach, complemented by a solid track record in innovative thinking in engagement and communication strategies. It is essential to have proven experience in forming and leading fundraising campaigns, exceptional skills in narrative construction and media relations, as well as a profound understanding of team management to maximize private income growth and significantly enhance organizational visibility.

This leadership role offers the opportunity to influence the organization's trajectory, contributing to a vibrant team in a setting that champions a supportive and inclusive work environment. Emphasizing feminist leadership principles, we provide flexibility and opportunities for personal and professional growth, facilitating an environment where women can thrive in leadership positions.

Primary responsibilities

Engagement and Fundraising

- Lead strategic fundraising initiatives in Spain, using data-driven insights for real-time strategy adaptation.
- Manage and enhance supporter base interactions to boost retention and lifetime value.
- Cultivate relationships with major donors and manage external partnerships to optimize investment returns.
- Launch innovative digital fundraising campaigns and keep abreast of new trends to maintain our leading edge in fundraising innovations.

Brand and Communications

- Develop and execute a communication strategy that enhances brand recognition, aligns with our fundraising goals, and ensures consistency across all platforms.
- Proactively secure media opportunities to maintain brand visibility.
- Guide public engagement in campaigns to enhance awareness and advocacy, managing the campaign lifecycle for strategic alignment and effectiveness.

Partnerships and Collaborations

- Develop strategic collaborations with entities sharing similar values to enhance fundraising opportunities and organizational impact.
- Build and sustain relationships with key sector influencers and pursue joint ventures that offer mutual benefits.

Financial Stewardship

- Manage the department's budget, oversee financial reporting, and provide strategic financial recommendations to ensure sustainability.
- Present detailed financial progress reports to stakeholders, ensuring alignment with organizational goals.

External and Federation Engagement

- Represent the organization at various external events and engage with the ActionAid International Federation to align local efforts with global strategies.
- Build external relationships to gain market insights, staying ahead of trends and opportunities in the fundraising sector.

Leadership and Team Management

- Set clear performance targets, foster a collaborative work environment, and champion our appraisal process to align career development with organizational values.
- Employ transformative leadership practices to promote a culture of excellence and innovation.

Compliance and Organizational Policies

- Adhere to and promote internal policies focused on safeguarding and ethical standards.

Profile

The following offers an aspirational view of our ideal candidate profile; however, we encourage applications from candidates with a wide range of experiences and backgrounds, especially those from underrepresented groups.

Education & language

- *Relevant educational background:* A degree or equivalent qualification in a field relevant to marketing or non-profit management.
- *Language skills:* Fluency in both written and spoken English and Spanish, essential for effective communication in multi-cultural settings.

Essential knowledge & experience

- *Marketing and fundraising expertise:* At least 5 years of experience in marketing, preferably in management or senior roles within the non-profit sector.
- *Digital marketing skills:* Substantial expertise in digital marketing, including lead generation, conversion strategies, and managing regular giving programs.
- *Campaign management:* Proven experience in developing and leading integrated multi-channel campaigns that engage diverse organizational areas and yield impactful outcomes.
- *Strategic leadership:* Demonstrable strong leadership and managerial skills, with a proven track record in strategic planning and fundraising performance analysis.

- *Innovative approach:* Knowledge of innovative and management methodologies, with an aptitude for adopting new technologies and practices to enhance fundraising efforts.

Interpersonal skills

- *Communication and collaboration:* Exceptional communication and interpersonal skills, with the ability to effectively coordinate with internal teams and external partners.
- *Inspirational leadership:* Demonstrated ability to inspire and motivate teams, fostering a collaborative and results-oriented work environment.
- *negotiation and relationship building:* Strong skills in negotiation and building relationships, crucial for establishing and maintaining beneficial partnerships.
- *Adaptability and resilience:* Ability to adapt to and manage the challenges of the non-profit sector.
- *Commitment to mission:* A deep passion for social impact and a genuine commitment to advancing the organization's mission.
- *Problem-solving and creativity:* Proactive in problem-solving, with a capacity to thrive in a fast-paced and evolving environment, while encouraging diversity and creativity within the team.

Terms and conditions

- ✓ **Employment type:** Permanent contract with a 6-month probationary period.
- ✓ **Salary:** Annual gross salary starting from €50,000 EUR.
- ✓ **Start date:** Immediate start.
- ✓ **Location:** Madrid, Spain. Flexibility with telework options.
- ✓ **Work hours:** 36 hours per week, with flexible scheduling options to support work-life balance.
- ✓ **Vacation:** 32 working days of vacation per year.
- ✓ **Travel:** Some travel required.
- ✓ **Work environment:** Commitment to creating a supportive and positive work environment under feminist leadership principles, emphasizing flexibility and the opportunity for personal and professional growth.

To apply for the post

To apply for this role, please submit a copy of your CV/resume and a cover letter outlining your interest in the role and how you fulfil the requirements set out in the job announcement by clicking on the following [link](#).

Please contact Karem Armstrong at Karem@darylupsall.com for any queries you may have.

The deadline for application is Sunday 16th June 2024

Stay updated on the latest jobs by subscribing to our [Global Charity Jobs](#) weekly bulletin and if you're looking for a rewarding career in the non-profit sector [register in our database](#).

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