



HEAD OF FUNDRAISING AND COMMUNICATIONS

Candidate Pack 2025 - Maternity Cover

Valued.

WELCOME



From our current Head of Fundraising and Communications

Thank you for your interest in joining WeSeeHope as a maternity cover for my current position of Head of Fundraising and Communications.

Having worked at WeSeeHope for the last eight years, I can promise you this is a rich, diverse, challenging and highly rewarding position. You will be surrounded by talented and supportive colleagues and be met with warmth by our passionate and dedicated supporters.

We are currently undertaking a comprehensive fundraising strategy process, which we aim to complete by March. We are seeking someone with the expertise and drive to implement the strategy's recommendations. This individual will need a proven track record in securing and managing large, multi-year grants, strong strategic acumen, innovative thinking, and a proactive, positive outlook to support us through this pivotal stage of our development.

We work remotely, with one in-office day each week in our Moorgate office (currently Tuesday) in London. However, we are looking for someone who is flexible and available to attend meetings and events outside of this designated in-office day.

This is a senior and strategic role, where you will play a key part in driving WeSeeHope forward and make a significant impact on the growth of the organisation.

If you are inspired to take on a new opportunity and join a fantastic team, I do hope you will apply.

Ellie Faraday



ORGANISATION

No child should live in extreme poverty. Yet this is the reality for millions. WeSeeHope is a charity dedicated to lifting children out of extreme poverty in Sub-Saharan Africa. Our initiatives and capabilities all work to serve this purpose.

- ✓ By investing in access to education, children are lifted out of extreme poverty.
- ✓ By investing in entrepreneurial opportunities, children are lifted out of extreme poverty.
- ✓ By investing in community support, children are lifted out of extreme poverty.

Every investment we make, every opportunity we support, every fundraising event we run, and every supporter we engage all help lift children out of extreme poverty.

WeSeeHope. Investing for change.



OUR VALUES

Guided by the principles of compassion and entrepreneurialism on which we were founded 25 years ago, we have a set of values we live by everyday at WeSeeHope. They are what we stand for as individuals, as a team, and as an international organisation with offices in Africa, the UK, USA and Germany, as an employer and as a partner.

WE ACT WITH URGENCY AND COURAGE

Internal Application: Thoughtful & Quick Decision-Making

We are here to serve children living in extremely vulnerable conditions. We must ask ourselves: how quickly would I want someone to act if I were in their position? We understand that what we do or don't do has an impact so seek to act thoughtfully but quickly in order to push ourselves and the organisation forward.

External Application: Inspire Action and Show Gratitude

We seek to share the challenges which the children and communities we serve are facing and demonstrate why action is needed now, inspiring people to give. We do not take for granted people's generosity and seek out opportunities to show gratitude and build long-term, meaningful relationships.

WE CHAMPION INTEGRITY AND ACCOUNTABILITY

Internal Application: Open Communication and Trust

We encourage ethical behaviour and fairness in all our actions and foster a culture of openness where team members feel comfortable sharing ideas, challenges, and successes. We build trust by being transparent about decision-making processes, financials, and organisational goals.

External Application: Transparent and Ethical Practices

We are committed to maintaining strong ethical practices in all our external engagements with communities, partners and supporters. We act with integrity and transparency at every step, ensuring that the best interests of those we serve are at the forefront of our actions.

WE SEEK OUT INNOVATION AND ADAPTABILITY

Internal Application: Encourage Creativity and Flexibility

We create a work environment that encourages innovative, entrepreneurial thinking and welcomes new ideas. We stay adaptable in our approach to challenges, supporting team members in taking calculated risks to drive the organisation forward. We do not believe in perfection over good.

External Application: Innovative and Responsive Programmes

We encourage innovation in programme design and delivery, staying adaptable to new challenges and opportunities. We remain committed to flexible, creative solutions that address the evolving needs of the children and communities we serve.

WE ARE COMMUNITY-CENTRED AND INCLUSIVE

Internal Application: Empathy and Inclusiveness

We promote a workplace culture that values diverse perspectives and encourages empathy and kindness among team members. We ensure that all voices are heard and respected, reflecting the inclusiveness we practise with external communities.

External Application: Value and Prioritise Community Voices

We value and prioritise the voices of local communities, ensuring that programmes are tailored to their specific needs and driven by their participation. Our commitment is to work with the community to find solutions that are sustainable and effective

WE HAVE A GROWTH-MINDSET

Internal Application: Autonomy, Learning and Development

We empower our team by providing them with the autonomy to make decisions and the resources they need to succeed. We promote a growth mindset, encouraging continuous learning, personal development, and the pursuit of new skills, focused on the long-term.

External Application: Empower Communities and Individuals

We foster a culture of learning and adaptability, helping our implementation partners and communities to grow and become self-sufficient. Our focus is on long-term solutions that continue to deliver impact for generations of children.

WE VALUE FEEDBACK

Internal Application: Welcome and Give Constructive Feedback

We cultivate an environment where feedback is welcomed and valued as an essential tool for growth. We see critical feedback not as a challenge to our efforts but as an opportunity to improve, innovate, and refine our approaches. We remain focused on the mission, not just the methods, and are open to changing course if it leads to better outcomes.

External Application: Continuous Improvement Through Engagement

We actively seek and listen to feedback from the communities we serve, our partners, and supporters. We understand that staying receptive to different perspectives allows us to better address the needs of the children and communities we aim to help.



SCOPE OF THE ROLE

The Head of Fundraising and Communications maternity cover is a senior appointment for WeSeeHope, a frontline strategic role with significant scope for innovation and creativity, reporting to and working closely with our Chief Executive.

The role takes responsibility for the strategy and direction of new and existing income generation, with a mission to pursue growth and diversify our income streams, and to lead our communications.

You will be a confident and entrepreneurial fundraiser and a compelling communicator, with a history of developing relationships with major givers and corporates, as well as a track record of effective, inspiring and people-oriented team leadership.

WeSeeHope has a strong community of donors, a varied events programme and a pipeline of committed supporters. We are proud of our 25-year history of effecting significant change for the children we support, and invite you to join us, inspire us and make us even better at what we do.



MAIN DUTIES & RESPONSIBILITIES

FUNDRAISING

- Implement WeSeeHope's fundraising strategy, driving our efforts across a variety of income streams, including corporate partnerships, trusts and foundations, and individual giving.
- Lead the search for new business in fundraising, proactively developing and managing new relationships.
- Oversee our events and challenges calendar, including working with the annual Hope Classic Rally organising committee and board to drive income through the event, our largest fundraiser of the year.
- Work with our board of volunteer trustees in the USA to capitalise on income opportunities there, including supporting materials and strategies.
- Maintain and build relationships with existing supporter groups.
- Monitor operational and financial performance, responding as issues arise and producing reports for the Board of Trustees on fundraising activities.



COMMUNICATIONS

- Be the WeSeeHope brand guardian, ensuring our messaging and materials are evolving in line with our strategy.
- Provide direction on the production of materials, including publications, newsletters, and online content.
- Help to shape WeSeeHope's online presence, including our website and social media platforms.

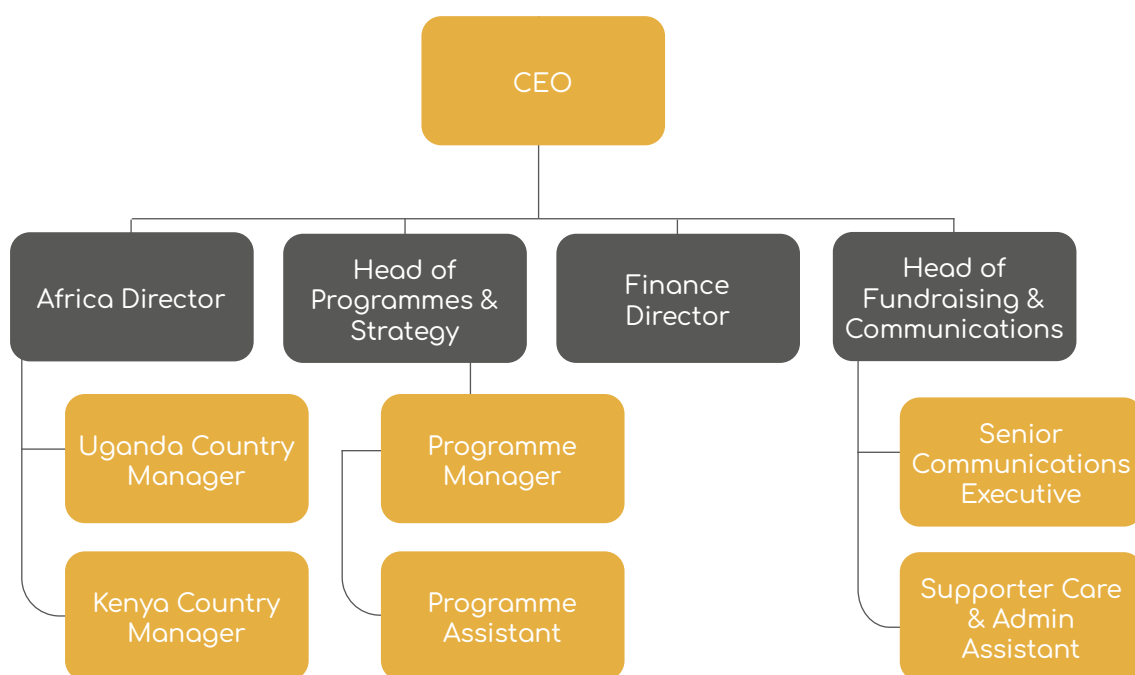
LINE MANAGEMENT

- Manage and motivate the Fundraising and Communications team, which includes our Supporter Care and Admin Assistant and Senior Communications Executive, inspiring them to deliver our strategy.
- Actively contribute to our Senior Management Team, shaping organisational policies and strategic direction, ensuring the integration of fundraising, communications and operational activities.
- Ensure cross-organisational working, providing fundraising and communications expertise to colleagues.
- Act as an advocate for fundraising at WeSeeHope both internally and externally.

PERSON SPECIFICATION

- A previous senior income generating role, with experience in delivering a fundraising strategy across major donor, corporate and trust and foundations channels.
- Excellent team leader with experience and success in developing staff and managing team and department budgets.
- Motivating and persuasive communicators with ability to articulate the cause and demonstrate its impact with gravitas appropriate to all audiences.
- Experience of securing four to six figure donations from new donors and repeat gifts from existing donors, in particular multi-year gifts.
- Excellent organisational skills, with the ability to set up, prioritise, manage and complete projects within a timely manner and alongside competing priorities.
- Excellent interpersonal skills and ability to think creatively and strategically – assessing opportunities on a return on investment basis.
- Excellent attention to detail and copy writing skills, ideally with experience in design and development of brand materials.
- Ability to work with colleagues at all levels, including managing relationships with senior staff in order to achieve objectives.
- Willing and able to work outside of normal hours and travel to cover fundraising activities as necessary.
- A genuine interest in WeSeeHope's work and objectives.

ORGANISATION CHART





POLICIES & BENEFITS

ROLE DETAILS

- **Job title:** Head of Fundraising and Communications
- **Reports to:** Chief Executive
- **Line reports:** Senior Communications Executive and Supporter Care and Admin Assistant.
- **Location:** Remotely with one mandatory in-office day each week (currently Tuesday) in London. However, we are looking for someone who is flexible and available to attend meetings and events outside of this designated in-office day.
- **Salary range:** £55,000 - £60,000
- **Contract:** Full-time 9:30am - 5:00pm, 13-month fixed term contract. We welcome applications from those who need flexibility around these hours.

- 25 days annual leave allowance
- Enhanced pay exceeding statutory minimum for maternity, paternity, adoption and shared parental leave.
- Royal London pension scheme (4% employee, 3% employer)
- Life insurance



HOW TO APPLY

Valued Recruitment is working exclusively with WeSeeHope to recruit for this role. We are an ethical recruitment company, intent on hiring inclusively and transparently.

The closing date for this role is Monday 3rd March 2025.

Please note that virtual first stage interviews are likely to be taking place from Thursday 6th March 2025.

To apply, we welcome a CV and a 1-2 page covering letter detailing your interest in the role. Please send this to anna@youarevalued.co.uk

Accessibility is incredibly important to us here at Valued Recruitment and at WeSeeHope. If you would like any accessibility amendments or support throughout the application and interview stage, please don't hesitate to let us know. No question or request is too big or too small. We want this process to be comfortable and enjoyable and a chance for you to bring your best self to the process.



WE SEE
HOPE

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