



Candidate
Application Pack
Director of Fundraising
Embrace The Middle East





Contents

Welcome letter from CEO, Tim Livesey	3
About Embrace The Middle East	4
About the Director of Fundraising Role	6
Working for Embrace the Middle East	7
Job description	8
Person specification	10
Organisation chart	11
Salary and benefits package	12
How to apply	13



WELCOME LETTER FROM CEO, TIM LIVESEY



Thank you for taking an interest in Embrace the Middle East and this important role in our organisation, Director of Fundraising. We are looking for someone – is this you? – who can bring to Embrace a wealth of fundraising experience, but who is interested in, and motivated by, more than money. Like everyone else at Embrace you will be fired up by our mission, and in tune with our values.

Without money we cannot do what we do. We will look to you to lead us in meeting the challenging, but realistic, income generation goals we set ourselves at the start of this five-year period. We aim to grow our income from £4.2 to £5 million per annum by 2025. Why? So that we can, with confidence, continue to support our fifty extraordinarily courageous and inspiring partners transforming lives in six fascinating countries in the Middle East. We have been doing this work for nearly 170 years and we want to be doing it in another 170 years. Sustaining the active and powerful social impact of Christian led NGOs in this amazing and diverse region is what drives us and our partners. The challenges are often immense. The sense of purpose is uniquely motivating.

So yes, you will understand how to generate income, raise funds, motivate supporters (we have many thousands), develop mid and higher capacity donors and engage Trusts, but you want to do all of that in a special environment, with a strong sense of personal and corporate mission and purpose.

That is what Embrace is; who we are. We are a tight knit team of talented, creative people committed to doing things differently. We hold ourselves mutually accountable to work collaboratively, and in accordance with our values – compassion, integrity, trust, respect. We care about what we do. We care about each other. We go the extra mile. We are

resilient, as well as flexible; passionate, as well as professional. Embrace means a great deal to us. Our partners inspire us every day. We try to do everything well, whilst enjoying everything we do (or almost everything!).

If you have the skills and experience we are looking for, and have a heart for this kind of creative, collaborative, committed, co-working environment doing Gospel inspired work that changes lives and is celebrated by our partners and our supporters, in return we can offer you an enriching personal experience of making a difference, and building enduring social capital within the Embrace family, and across the Middle East.

If that speaks to you, and what you are looking for, we very much look forward to meeting you.

For an informal chat about the role and working for Embrace the Middle East, please contact Jamie Eyre, Director of Programmes and Engagement at jamie.eyre@embraceme.org

Alternatively, you can contact Hayley McDonald of Action Planning's Recruitment Team, who are handling the recruitment process for us at hayley.mcdonald@actionplanning.co.uk



ABOUT EMBRACE THE MIDDLE EAST



Our vision is rooted in, and inspired by, the Gospel, in particular Christ's invitation to care for those most in need. Every person is created in the image and likeness of God and is deserving of the dignity bestowed on them by God.

Supporting our partners to transform lives and restore the dignity of the most excluded and marginalised, our work contributes to a culture of human flourishing in a war-torn region. We help our partners to sustain the declining presence of Christians serving the needs of the vulnerable in Middle Eastern societies, without regard to faith or background.

Ours is a vision of love in action: where there is a need – for refuge, a home however temporary, for health care, for education, for safeguarding, for economic empowerment, for justice and human rights – we, with and through our partners, want to respond.

Embrace the Middle East's challenges, though, are as nothing

compared to those of our partners, and those for whom they work. We are inspired by their courage, their integrity and their hopeful response to our shared Christian calling to serve with generosity the most marginalised and excluded. With the help of existing and new supporters, donors, volunteers, and especially younger people prepared to engage with the lived reality of our partners in the Middle East, we want to trace the arc of Embrace's history of compassion in action, which began nearly 170 years ago in 1854, long into the future.

Our 5 year strategy tells the story of how we can begin to do that. It is the fruit of deep reflection and open consultation especially with our regional partners. We hope you will feel inspired to join us in the journey, supporting Christians working to transform the lives of some of the most marginalised and excluded communities of people in the Middle East.

**'WHATEVER YOU DID FOR ONE OF
THE LEAST OF THESE BROTHERS
AND SISTERS OF MINE, YOU DID
FOR ME'
(MATTHEW 25:40)**







ABOUT THE DIRECTOR OF FUNDRAISING ROLE



In 2024 Embrace the Middle East will celebrate 170 years working with Middle East Christians. We approach this point in our history, having begun our ambitious five year strategy in 2021, Hope in Action, confident in our mission, and hopeful in our vision.

However, we are not complacent. We take neither our loyal supporters, nor our partners, for granted. We are conscious that they trust us to do everything possible to live up to the commitment and faithful work of our forebears. Which is why we are committed to excellence in everything we do. We are ambitious, but also realistic, in the face of sometimes daunting challenges.

Amongst these is the challenge to raise sufficient funds to match our partnership, programme and supporter engagement ambitions. To lead this important work, Embrace requires a Director of Fundraising to develop and implement a Fundraising strategy, encompassing an authentic and compassionate approach, aligning Embrace's humanitarian and advocacy objectives, to develop and grow Embrace's income to support the work of the Charity and its Partners.





WORKING FOR EMBRACE THE MIDDLE EAST



STAFF FEEDBACK ABOUT WHAT MAKES EMBRACE THE MIDDLE EAST A GOOD PLACE TO WORK:

"It's a very supportive, collaborative environment where new ideas are welcomed, talents nurtured and genuine care is shown towards the staff."

"The people as individual's and as a group who work for Embrace. I see Embrace as one big family and I feel inspired and fortunate to be working for us. Knowing that we are all working towards a common goal including touching the lives of people who would often go unreported in the mainstream British media and highlighting their needs, wants and aspirations. And doing it in a way that is long lasting and productive for them. I am also grateful to our supporters and enjoy hearing stories from / of them."

"The caring team and the way we adapted to the pandemic and responded in our own independent way for safer and flexible working rather than blindly following government recommendations. This demonstrated the caring and supportive ethos." "Being part of something bigger. A concrete mission and purpose that makes a genuine positive difference to people's lives."

"The what we do and the who we work with (partners) are the reason I've stayed so long. Working with partners to serve them and the communities around them is the main thing. Add to that connecting them to the UK and the UK to them, it's a very strong and compelling proposition."

"Being supported and encouraged while working from home and in the office."

"There are many really good things about working for Embrace. The best thing for me personally is the supportive environment and I value it very highly. All my colleagues are supportive of each other, always happy to help, stop and answer questions, work on things together etc."

"I've been able to grow and develop in the areas that interest me, I now work in an area I could never have fathomed doing 6 years ago but now feels completely natural."





JOB DESCRIPTION



PURPOSE

The Director of Fundraising is responsible for planning, developing and implementing a comprehensive fundraising strategy for the charity, with a goal to grow income by 25% in the next three years. She/he will foster collaborative relationships with all colleagues, play a key role in the Leadership Group and work to maintain an appropriate balance of tone and content across all elements of Embrace's outreach to supporters, consistent with our partnership model and advocacy approach and informed by the charity's Christian values and mission.

KEY RESPONSIBILITIES

1. FUNDRAISING

Develop, deliver, and monitor Embrace's fundraising strategy - ensuring all activities to support that strategy are in line with Embrace's strategy, values, and mission. This will include:

- The development of our individual supporter and individual giving strategy to build effective supporter journeys which retains current supporters, and significantly increases the number of new and engaged supporters.
- To deepen and broaden congregational support to raise more income through church giving by effective engagement with churches across the UK.
- Overseeing the development and delivery of communication channels to deliver effective responses to appeals across a range of audiences.
- Working closely with colleagues to develop a legacy and in-memory pledging strategy, based on data intelligence.
- To develop and lead our strategy for investing and developing Embrace's income through major donors, and trust, foundations and other grant giving institutions.
- Supporting the development of our traded income activity working in close cooperation with the Head of Trading.
- Ensuring that the Christian ethos of Embrace the Middle East is maintained and enhanced, with a particular focus on fundraising and engagement with supporters.
- Ensure all Embrace fundraising activities are compliant with GDPR, the Chartered Institute of Fundraising's Code of Fundraising Practice and other relevant regulations.

2. PERFORMANCE & FINANCIAL MANAGEMENT

- Work with the CEO to report at least quarterly on progress against relevant KPI's and other fundraising matters.
- Work with the Head of IT and Technology, to develop and maintain a range of information and performance tools to enable the effective evaluation of performance against targets, measure success and manage income expectations.
- Working closely with the CEO, finance colleagues and HR to ensure excellent budgeting and financial management in the fundraising space, including across related teams, ensuring all expenditure provides evidence of value for money and appropriate personal accountability.

3. CHARITY LEADERSHIP

- As part of the Leadership Group, contribute to the shared leadership and strategic management of the charity with a particular emphasis on building a strong, inclusive, enabling working environment in which all staff feel safe, appreciated, and where they are able to develop, contribute to the best of their ability and see that contribution appropriately recognised and rewarded.
- Working with senior colleagues, play an active and creative role contributing to the vision and strategic direction of Embrace's Fundraising/Engagement teams.
- To foster the existing strong ethos of collaborative working across the organisation, working closely with the Director of Programmes and Advocacy and the shared service teams, to create a unified approach and a dynamic inclusive fundraising culture to which all are encouraged to contribute.
- Represent Embrace at public events, including church services, giving talks and presentations as appropriate
- Model the charity's core values of trust, respect, integrity and compassion to staff, supporters and other stakeholders.
- To be confident in articulating the Christian vision and values of Embrace the Middle East whilst showing respect for others of different faiths or no faith.

JOB DESCRIPTION CONTINUED



4. TEAM LEADERSHIP AND MANAGEMENT

- To provide inspirational leadership to the Fundraising / Engagement team, empowering them to support the Charity in every way possible to fulfil its vision and charitable aims.
- Build and equip the fundraising team with the necessary blend of skills and experience to ensure effective delivery of income goals and operational excellence whilst encouraging innovation, creativity, boldness and a sense of enjoyment.
- Develop a spirit of collaboration and co-operation between the team and the wider community of Embrace.
- Line manage team including weekly and monthly catch-up meetings and annual performance appraisal reviews to ensure efforts aligned with team goals and organisational strategy.
- Set, monitor and manage the annual expenditure budget for the team, including income fundraising income targets.

5. SHARED RESPONSIBILITIES

- Have a duty of care for colleagues bringing any concerns promptly to the notice of HR in the first instance.
- Undertake training as required to keep up to date with the changing requirement of the role.
- Adhere to Embrace's policies & procedures at all times.
- To maintain sympathy with the Christian character of the Charity.
- Develop and maintain excellent working relationships with colleagues throughout the charity.
- Undertake any other duties compatible with the role as required.





PERSON SPECIFICATION



QUALIFICATIONS, KNOWLEDGE AND EXPERIENCE

ESSENTIAL

- Educated to degree standard or equivalent (eg significant practical experience within fundraising or marketing functions)
- Member of Chartered Institute of Fundraising
- A strong track record of fundraising leadership in £3m - £10m charities
- Strong technical expertise in at least two fundraising disciplines – ideally major donors, and individual giving
- Experience of line management with passion for coaching and mentoring others
- Experience of budgeting and financial management, ideally within a fundraising environment
- Good understanding of UK church, across many denominations

DESIRABLE

- Experience of working in or with a faith-based organisation
- Experience of the Middle East either through visits or having lived/worked in the region
- Cultural awareness of the Middle East and/or experience of the issues of the region
- Experience of working with Christian churches, thinkers, theologians and people driven to work for change

SKILLS AND ABILITIES

- Confident public speaker who is able to communicate effectively with a wide range of audiences to inspire them to support Embrace
- Good project management skills, able to juggle multiple and sometimes conflicting priorities
- Strong team player, prepared to contribute to the overall success of the organisation
- Well developed influencing and negotiation skills to enable creative and effective problem solving
- A degree of sophistication and a high level of maturity, able to see articulate the nuances and maintain the balance between advocacy and fundraising as inter-related

PERSONAL QUALITIES

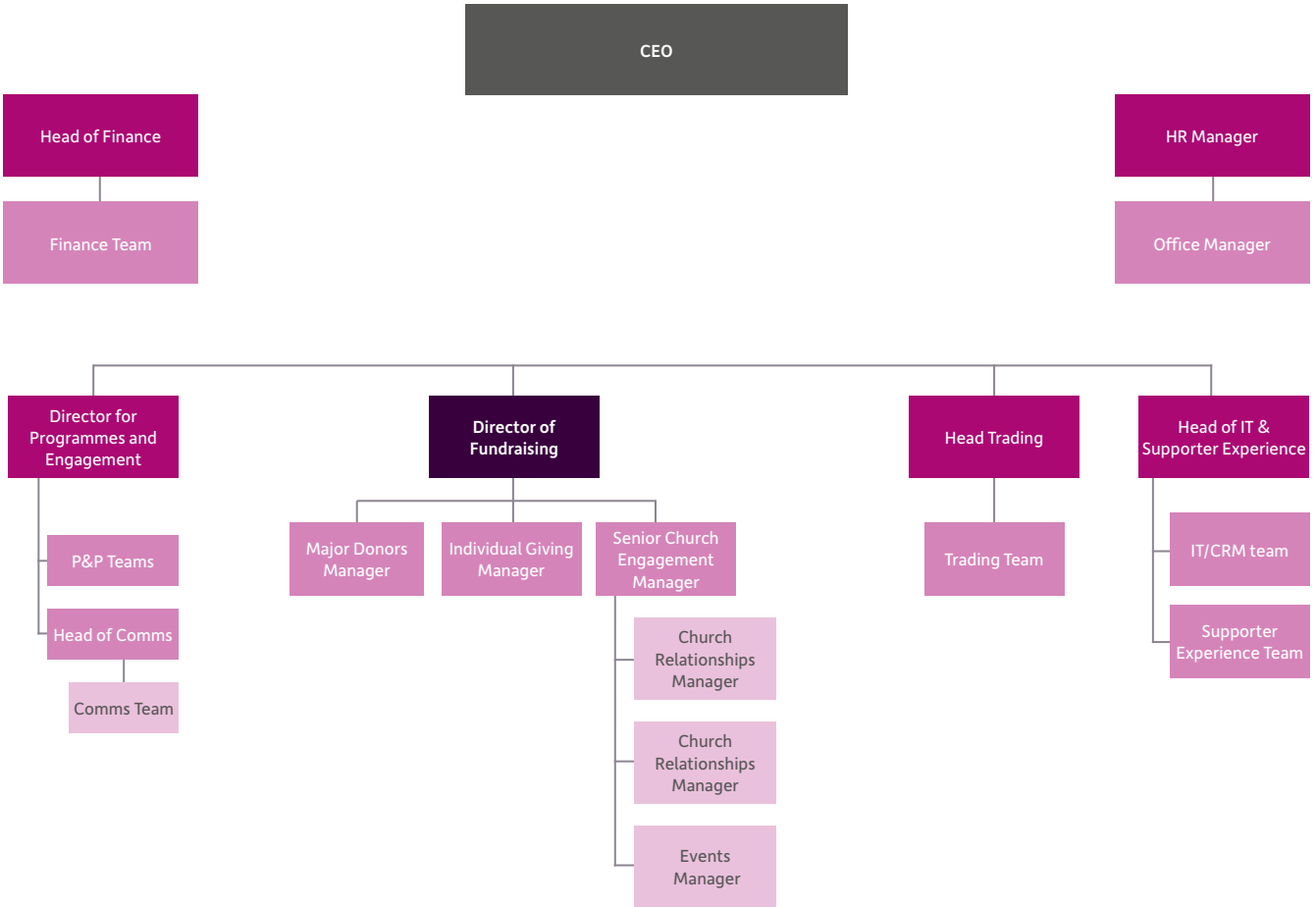
- Inspired to help change the lives of the poorest, most marginalised people living in poverty
- Self-motivated and able to work under pressure and prioritise effectively
- Passionate about the work of Embrace, with the ability to enthuse and engage others
- Is a natural collaborator who enjoys working as part a team to deliver organisation wide objectives.
- A natural leader who is able to lead and inspire others to achieve

REQUIREMENTS OF THE ROLE

- Committed to the Christian mission, vision and values of the charity, either as a practising Christian or someone with a sympathy for Embrace's mission with the Christian faith.
- Comfortable working in a faith inspired religious environment and ready with compassion to serve and work with Church congregations structures and communities.
- Willingness to carry out overseas travel



ORGANISATION CHART





SALARY AND BENEFITS PACKAGE



HOURS OF WORK:

Flexi-hours (see details below)

ANNUAL SALARY:

£62,000 - £66,000 + benefits

BENEFITS AT EMBRACE THE MIDDLE EAST:

- To support every member of staff to work as effectively as possible, Embrace offers remote and flexible working arrangements. This includes flexi-time and home-working arrangements, alongside the option to work at Embrace's office in Amersham.
- **Embrace's flexi-time framework** means that staff can vary, by agreement with their manager, their start and finish times, taking into account the needs of their work and personal preference/circumstance. Staff are required to start work between 7:30am – 10:00am and finish between 3:00pm – 6:00pm. Our core collaborative working hours are between 10:00am to 3:00pm.
- **Generous contributory pension.** We will contribute 10% of your base salary if you contribute 3%. You also have the option to join the scheme from your first day of working for us.
- **Holiday** 30 days, including 8 bank holidays – rising to 31 days after 5 years' service and 32 days after 10 years' service, plus 3 days leave between Christmas and the New Year
- Flexi-time working arrangement and support for home-working, including a tax-free allowance of £6 per week (£312 per year).
- **Life Assurance** – 3 x salary.
- **Employee Assistant Programme** (confidential counselling, legal and financial advice) and GP helpline – both available 24/7, 365 days a year
- **Training and development programme** for all employees.
- After 2 years continuous service an **enhanced maternity pay scheme** (during weeks 7 to 26 of their maternity leave, employees receive £100 per week in addition to SMP)
- After probationary period, an **enhanced sick pay scheme**, providing employees with 1 month's full pay and 1 month's half pay, rising to 3 months full pay and 3 months' half pay after 3 years continuous employment.
- Commitment to **staff health and well-being**.



HOW TO APPLY



If you would like to apply, please send us:

- a full CV outlining your career history to date. Please include details of your latest remuneration and benefits.
- a covering letter, of no more than two pages in total, outlining how you meet the criteria set out in the person specification and your reasons for applying.
- a completed Personal Details Form which is available from [Action Planning's website](#)

The closing date for applications is **9am Monday 25 July**

Your application should be sent to

hayley.mcdonald@actionplanning.co.uk

All applications will be considered immediately after the closing date and candidates informed if they have been shortlisted for first interview by **5pm on Friday 5 August**

First interviews will be conducted by Tracy Madgwick, HR Consultant, Action Planning using Zoom during weeks commencing **1st, 8th and 15th of August**

Second interviews will be held at Embrace the Middle East's head office in Amersham on **week commencing 19th September**





3rd F

ASIA
NON