

Engagement Director

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| Location: | Mission East Headquarters, Hellerup, Denmark |
| With occasional travel to: | with travel to other Mission East office locations, including occasional travel to Mission East's field offices and programmes as required. |
| Department / Team | Engagement (Previously Fundraising and Communications) |
| Responsible to: | Managing Director |
| Line Management of: | Fundraising Officer, Communications and Digital Media Officer, Administration Officer, Fundraising and Database Officer Journalist (currently contracted as consultant) |
| Length of contract: | Permanent contract. |
| Hours per week: | Full time (37 hours per week) |
| Salary Scale: | This role has been assessed as Level 22 on the Mission East HQ(Denmark) Salary Scale. |
| Background | <p>Mission East is an international relief and development organisation working in crisis-affected countries in the former Soviet Union, the Middle East, Asia and Africa. We deliver emergency relief during disasters as well as long-term development assistance. We are based on Christian values. Mission East works to support vulnerable people and help local communities lift themselves out of poverty and marginalisation. We work directly with our beneficiaries or through local and international partners. We constantly strive to strengthen the relevance, effect and sustainability of our programmes.</p> <p>More information on Mission East can be found at: https://missioneast.org</p> |
| Role Purpose: | <ul style="list-style-type: none"> • To optimise income and engagement at all stages of the supporter lifecycle and journey • To recruit new donors across channels • To ensure visibility and recognition of Mission East's work and improving brand awareness and reach, including within church and faith groups. • To ensure good fundraising and communications practice and compliance with legislative requirements, ethical standards and quality frameworks. • To leader and manage the supporter engagement team and participate in Senior Management Team meetings and business. |
| Key Tasks and Responsibilities: | <p>Leadership</p> <ul style="list-style-type: none"> • Provide regular updates and briefings to Managing Director (including for incorporation into Board reporting) and Senior Management Team. • Coordinate Engagement team work with other Mission East teams via Senior Management Team meetings and additional regular interaction. • Participate in Senior Management Team meetings and business. <p>Strategy and Plans</p> <ul style="list-style-type: none"> • Develop, in accordance with organisational strategy, of Supporter Engagement strategy to attract, grow and diversify Mission East's supporter base. • Develop and oversee costed engagement (to incorporate fundraising, communications events and activities) plans and associated income expectations in line with organisational planning and budgeting processes. • Manage Mission East's fundraising and communications return on investment to ensure good value for money and effective stewardship of Mission East's resources. • Disseminate supporter development strategy and plans to the wider organisation, as appropriate. • Using Power BI and other analytical tools, monitor and evaluate campaigns efficiency and effectiveness, as well as absolute income and forecasting for provision of updates to Managing Director and adjustment of plans as required. <p>Team Management</p> <ul style="list-style-type: none"> • Provide day to day management of the Engagement team to ensure clear roles and responsibilities and delivery against agreed performance standards. |

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| | <ul style="list-style-type: none"> • Ensure effective communication within team, between team members and across other teams via regular 1-1's, team meetings and via other internal communications channels. • Ensure team access to knowledge and expertise available within the wider organisation, sector and from fundraising and communications good practice. • Support continued development of individual and team competencies and ensure ongoing improvement of organisational capabilities (incl. systems and processes). • Develop ToRs and manage external consultants / freelancers / service providers where necessary, ensuring compliance with Mission East's procurement processes. <p>Engagement Activities</p> <ul style="list-style-type: none"> • In close collaboration with programmes colleagues, research and develop a pipeline of potential fundraising and communications projects and opportunities for Mission East and coordinate implementation of a calendar of agreed fundraising campaigns. • Research and identify new supporter segments and incorporate into strategies and plans. • Allocate fundraising campaign coding and oversee maintenance and updating of Mission East's supporter database. • Coordinate and oversee: <ul style="list-style-type: none"> ○ continued development of Mission East's branding profile ○ development and maintenance of Mission East's website and social media profiles. ○ Mission East's print and digital marketing campaigns ○ supporter relations activities, including thank you letters and other correspondence and supporter administration. • Deliver Mission East's: <ul style="list-style-type: none"> ○ CSR offer ○ Legacy fundraising activities ○ Other fundraising (including private sector partnership, impact investment) opportunities as identified and agreed. • Plan and deliver exhibitions and events that build brand visibility, stakeholder loyalty and engagement. <p>Quality and Standards</p> <ul style="list-style-type: none"> • Maintain and apply up to date awareness of good fundraising and communications practice, ethics and legislative requirements. • Attend ISOBRO meetings on behalf of Mission East, as appropriate. • Ensure application of GDPR and Mission East's Data Protection and associated policies in all aspects of Mission East's supporter related activities. • Manage and maintain Mission East's internal fundraising and communications processes, policy and protocols (including relevant Knowledge Centre content). Provide training and capacity building on fundraising and communications practices as necessary. <p>Other activities:</p> <ul style="list-style-type: none"> • Carry out other duties, which may or may not be related to the job, as reasonably requested. |
| <p>Selection Criteria:</p> | <p>Enthusiastic about working for a value-based organization like Mission East, where you find motivation in working for a meaningful cause, you will have the following experience, skills and qualifications:</p> <ul style="list-style-type: none"> • Substantial (minimum 5 years) fundraising experience in similar positions, preferably in an NGO. It is an advantage if you have understanding of our church background. • A higher education (Masters level) qualification and/or equivalent professional accreditation in communication or marketing. • Experience with standards and requirements from institutional donors, e.g. the Ministry of Foreign Affairs. • Personnel management skills with an ability to delegate, follow-up and supervise, as well as support. • Extensive experience in planning and implementing events and other public engagements that can create visibility and increase awareness of Mission Øst's work as well as generate donations and leads. • Experience of strategy and budget responsibility within communication, fundraising and events. • Fluency in spoken and written Danish and English. |

- Excellent written and verbal communication skills: with an understanding of how to communicate across the organization and how to get people on board with ideas - both in the team and in the rest of Mission East, as well as being able to be a backstop on style and tone in written communication.
- Project experience from both smaller and larger campaigns across digital and offline media.
- Proactive and results-oriented, with experience of setting ambitious goals that expand the number of supporters, e.g. from the ecclesiastical hinterland
- Ability to 'read' numbers and use data and analysis to drive decision-making;
- Experience in working with CRM systems and Office 365, including excellence with Excel.

You will display:

- Sympathy with Mission East's organisational values – you'll be able to communicate personal motivation as well as effectively sharing the stories of others.
- Understanding and experience with digital marketing, media planning across channels, including insight into classic print media.
- Awareness of existing and new opportunities for supporter engagement and fundraising.
- Understanding of Mission East's brand and ability to create visibility around Mission East's work and brand awareness including follow up on KPIs . It will be an advantage if you are able to display knowledge and understanding of Mission East's supporters' background and church base.
- A good connection with members, supporters, suppliers and agencies.
- High motivation and drive with an ability to juggle competing priorities, as well as being an executive yourself, and able to create popular anchoring of activities.
- Evidence of being an idea-maker, as well as proactive and ready to initiate, follow through and deliver projects
- Understanding of legislative requirements (including GDPR), good practice and ethical factors as they apply to supporter engagement.

Other requirements:

- All staff are required to sign Mission East's Code of Conduct and Child Safeguarding Commitment
- This role is based in Denmark, the successful candidate will be required to demonstrate they have the right to live and work in Denmark.
- Mission East upholds high standards in all aspects of Safeguarding. In view of the nature of this role potentially requiring involvement with vulnerable individuals (including situations where there are potential imbalances of power), you will be required to provide a self declaration and formal certificate of previous good conduct.
- Mission East upholds high standards in Counter Terrorism (COTER) and sanctions regulation compliance. In view of this role's potential travel to and remote involvement with our field offices, Mission East will conduct a thorough pre-employment background check of successful candidates, including checking through the SDN sanctions lists.