



**HUMANE SOCIETY  
INTERNATIONAL**

## **Senior Fundraising Director - Europe**

### **Job announcement**

**Job Title:** Senior Fundraising Director - Europe

**Location:** Flexible, in UK, Germany or Italy

**Reports to:** HSI/Europe Executive Director

**Salary:** Competitive salary for the region

#### **Background**

Humane Society International is one of the largest and most influential animal protection organizations in the world. Humane Society is striving for a better future for animals and people through advocacy, education, and hands-on programmes.

Our global headquarters are based in Washington, D.C., but we work on a wide variety of animal welfare issues in more than 50 countries in close cooperation with local organizations and national governments with whom we share our knowledge, expertise and experience. We endeavor to place animals on the political agenda and to raise greater awareness of animal protection issues.

HSI's approach is to always strive to be part of the solution, rather than to simply protest against animal welfare problems or abuses. We pride ourselves on the high degree of specialist scientific and technical expertise within our organization.

Humane Society is expanding fast across the globe and has started to increase its presence and visibility in Europe.

#### **Purpose of the role**

This is a NEW and exciting role for someone with an entrepreneurial mind and strong fundraising background to manage and grow an established fundraising operation (UK) and lead market entry, currently in 2 countries (Italy and Germany), with potential other countries in the future.

The Europe Senior Fundraising Director will be responsible for the strategic development of HSI's European (UK/Italy/Germany) fundraising programme and will oversee the execution of all fundraising

activities in Europe. These activities include individual giving, major gifts, bequests, corporate giving, and community fundraising. HSI has had a fundraising program in the UK for several years; fundraising in Italy and Germany should be considered new market entries. Currently four fundraisers in the three countries will report to the Senior Director.

The position reports to the HSI/Europe Executive Director and is under the functional guidance of senior leaders within the Marketing and Philanthropy departments at HSI's global headquarters in the United States.

### **Primary responsibilities**

1. Develop a strategic vision to grow fundraising income in the Europe region, translate this vision into an action plan, and ensure the successful implementation and execution of this plan.
2. Management of all fundraisers in the region.
3. Budget responsibility (fundraising expenses and income targets). Setting and reviewing multi-year and yearly investment and revenue targets
4. Lead research, planning and implementation of new marketing initiatives and acquisition programmes, including but not limited to DRTV, Face-to-face, Telemarketing and PSMS Mobile channels. Establish effective donor retention strategies and oversee their execution.
5. Oversee fundraising activities and performance in HSI's UK, Italian and German offices. Work closely with the Country Directors on execution of the fundraising programmes. Realize cross-European efficiencies.
6. Continually monitor and regularly report on performance progress towards agreed revenue targets; efficiency and cost-effectiveness (including of external fundraising contractors); and challenges or opportunities in the external fundraising environment.

### **Person specification**

#### *EDUCATION AND EXPERIENCE:*

1. Eight or more years of fundraising experience, including at least 3 years of working at a Fundraising Director's level.
2. Experience working in an international NGO.

#### *NECESSARY KNOWLEDGE, SKILLS AND ABILITIES:*

1. Excellent managerial skills.
2. Proven experience generating significant income.
3. Experience and ability in accurate revenue and expenditure forecasting, and budget management.
4. Excellent organizational skills and ability to plan workload in order to manage fundraising program priorities and meet agreed targets.
5. Ability to demonstrate initiative and entrepreneurial spirit to achieve desired outcomes
6. Knowledge and understanding of data protection regulations.
7. Excellent verbal and written skills (in English).

8. Ability to work in a self-directed manner.
9. Willing and able to travel extensively in Europe.

**How to apply**

To apply for the post, please send a letter of application stating the skills and approach that you would bring to this specific post along with your resume/CV in strict confidence by email to Karem Armstrong at [karem@darylupsall.com](mailto:karem@darylupsall.com)

Please ensure that documents are sent with the titles "***your name cover letter***" and "***your name CV***" and state "**HSI – Senior Director Fundraising Europe**" in the email subject line. Please do let us know, in your covering email, where you found out about the post.

**Deadline for applications: Sunday 12<sup>th</sup> January 2020**