

## TERM OF REFERENCE

<b>JOB TITLE:</b>	Head of Acquisition Unit
<b>DIVISION:</b>	Marketing and Communications
<b>LOCATION:</b>	Save the Children Italia (Roma)
<b>RESPONSIBLE TO:</b>	Head of individual donors division
<b>RESPONSIBLE FOR STAFF:</b>	Yes
<b>BUDGET HOLDER:</b>	Yes
<b>CONTRACT TYPE:</b>	Contratto a tutele crescenti
<b>SALARY (INDICATIVE):</b>	Gross Salary in a range of Euro 35.000 K and 38.000 K according to the level of expertise and skills
<b>CSP LEVEL :</b>	1

### SAVE THE CHILDREN'S VALUES:

- **Accountability:** We take personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to supporters, partners and, most of all, children.
- **Ambition:** We are demanding of ourselves and our colleagues, set high goals and are committed to improving the quality of everything we do for children.
- **Collaboration:** We respect and value each other, thrive on our diversity, and work with partners to leverage our global strength in making a difference for children.
- **Creativity:** We are open to new ideas, embrace change, and take disciplined risks to develop sustainable solutions for and with children.
- **Integrity:** We aspire to live the highest standards of personal honesty and behavior; we never compromise our reputation and always act in the best interests of children.

### CHILD PROTECTION

The CFSE will be subject to SC Italia's child protection recruitment procedures and checks.

### CONTEX OF WORK

Save the Children has a strategy for achieving major breakthroughs for children. Critical to our success in achieving the breakthroughs, we need to increase income from individual supporters focussing on

recruitment of donors. We will achieve this goal through innovative proposition and products and development and establishing new partnerships and channels to market.

The Head of Acquisition Unit is key to achieve such a challenge. This role will underpin Save the Children's fundraising strategy by growing number of regular donors and their related income.

## **STRUCTURE**

The post holder will report to the Head of individual donors division, who is the direct line-manager.

## **JOB PURPOSE**

- Develop and implement an innovative recruitment strategy substantially grow income and enlarge the donors regular base. Focusing on main stable fundraising techniques such as F2F and DRTV.
- Manage F2F activities such as in house program and agencies.
- Supervised DRTV activities developing new ways to use TV for fundraising.
- Working in a integrated manner with digital.
- Lead, manage and develop a team that provides best in class fundraising activities.
- Oversee evolution of fundraising's strategy, insight, research, product development and strategic projects.
- Understand Save the Children, its mission, values and work around the world.

## **TASKS AND RESPONSABILITIES**

### General:

- Develop, monitor and deliver the team's strategy, achievable objectives, manageable workplan and budget within SC Italy's overall framework and ensure the work of the teams is effectively evaluated.
- Deliver against defined income and expenditure targets.
- Carry out the planning, preparation and budgeting for the Unit.
- Execute a 'take share' strategy to increase both the overall regular donor base and residual income stream.
- Defines the strategies for acquisition of the regular donors.
- Champion and foster innovation across Fundraising.
- Oversee and drive compliance with fundraising best practice
- Responsible for managing and guiding the activities of the unit.

- Defines together with the Head of Individual Donors Division unit's strategy.
- Ensure appropriate monitoring and analysis of the Unit's work.
- Ensure adherence to SC Italy and Save the Children International's policies.
- As a member of the SC Italy Individual donors division, to contribute to the development of marketing strategy and achievement of marketing goals pointed towards regular donors.
- To create and maintain a bank of insight and intelligence around key market trends and drive use of this insight to exploit fundraising opportunities.
- Promote and model cross team and cross organisation collaboration and working, building close working relationships with colleagues in marketing, policy, advocacy and programmes, identifying and gaining buy in for opportunities to work more effectively/deliver more robust plans.

Responsibility for Staff:

- This post will line manage about 7 staff members.
- The Head of Acquisition Unit is responsible to manage the team, providing clear strategic direction, support, space, motivation and opportunities for staff development and to contribute directly to the operational work of the team, as appropriate.

Budgetary Responsibility:

- The Head of Acquisition Unit is directly responsible for costs and income related to the Unit as agreed in the annual budget.

**PERSONAL SPECIFICATION**

- Proven ability to develop and deliver effective mass market income-generation strategies. Typically 5 years experience gained within the fundraising sectors.
- A strategic thinker with a proven ability to develop and implement fundraising strategies.
- A solid understanding of fundamental fundraising principles especially F2F and DRTV.
- Experience of creating the processes which underpin successful fundraising.
- Ability to understand and make decisions on complex financial and other data and analysis.
- Someone who has a track record of personally delivering to defined and challenging goals.
- Experience of managing teams including recruitment, management, support and evaluation of staff.
- Commercially savvy, with experience of managing large budgets and of investment planning. Focus on value for money.
- Creative, strategic thinker.

- A person with a strong sense of external orientation, someone who is focused on their market and their supporters.
- A high level of strategic thinking and planning skills, including ability to set priorities, manageable work plans and evaluate progress.
- A high energy level with a willingness to work hand-on in developing and executing a variety of activities ranging from day to day to the highly strategic and visible.
- Demonstrate a proactive, persuasive approach to work at hand, with the ability to anticipate, act decisively and seize opportunities as they develop.
- Written and verbal fluency in Italian and English is essential.
- High attention to detail.
- Ability to work to tight deadlines and manage own workload. He/She often needs to multi task at short notice.
- A proactive approach to problem solving.
- Ability to absorb and retain information.
- The ability to work collaboratively across departmental and unit boundaries to achieve shared organisational goals. A commitment to support cross-organisational initiatives.
- A flexible team player able to go the extra mile to service supporter needs.
- A sense of humor and empathy even when things are going wrong, there is lots of work or customers are difficult.
- Experience of managing suppliers.
- A genuine commitment to the mission of Save the Children.
- Willingness and ability to travel.