

## **Job Description**

### **Regional Director**

#### **Full time - Manchester location**

UJIA is the leading UK-Israel charity. We take responsibility for developing a strong British Jewry that builds a lifelong connection to Israel. We connect our UK youth through innovative educational programmes that work alongside our projects in Israel, to support the most vulnerable in society.

#### **Purpose of the Job**

To be responsible for developing and managing the Northern Regional Fundraising Campaign covering Manchester, Leeds, the North East, Scotland and Liverpool, in conjunction with the Director of Fundraising.

To manage and support the Head of Regional Programme in devising overall strategy for and coordination of UK programmes across the Northern Region.

Your responsibilities will be split between:

- a) strategy implementation and management of the northern regions
- b) the fundraising campaign in the northern regions
- c) managing the fundraising and programming teams in the northern regions

You will function within the national senior executive team and report directly to the Director of Fundraising. You will be the direct report for the Regional Managers. In addition, you will line manage the Head of Regional Programmes and the fundraising staff across the northern regions.

#### **Expectations**

- To be flexible with work assignments
- To be willing to work evenings and weekends as required
- To be contactable at all times
- To ensure that appropriate confidentiality is adhered to
- To understand the responsibilities of working as part of a team
- To be confident in nurturing and canvassing major gift donors

#### **Main Responsibilities**

##### **1a: Regions - Strategy Implementation and Management**

- Working closely with the Director of Fundraising to understand the strategy and policies of UJIA and how they should be implemented within the northern regions
- Working closely with the Regional Managers, understanding the particular needs of the regions and ensuring best practice
- Having knowledge of regional campaigns and managing the Regional Managers in the campaign implementation
- Working closely with the Director of Legacies and Planned Giving to fully appreciate the principles of legacy fundraising and support the Regional Legacy coordinator in their role.
- Support the Head of Regional Programme and develop the strategy for educational programmes in the regions in conjunction with the Director of Strategy.
- To work closely with the regional Chairs in ensuring a collaborative strategic approach



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### **1b: Fundraising Campaign**

- Fundraising – responsible for increasing the income into UJIA from donors and the number of donors in the regions through a combination of face to face meetings, events, telephone canvassing, direct mail and sponsored activities.
- Marketing and Communications – to promote the work of the UJIA through events and activities utilising a multitude of media platforms under the guidance and direction of the UJIA Marketing and Communications team.
- Finance and Administrative Procedures – to ensure that UJIA finance and administration processes are adhered to and are within budget.
- Legacy – work with the Director of Legacies and Planned Giving to devise and implement a legacy fundraising campaign for the regions.
- Oversee and manage the Manchester Annual Dinner together with the lay committee and support the delivery of the other regional dinners

### **2. Working with lay leaders on fundraising strategies**

- To develop a local fundraising strategy in line with the frame of the UJIA Fundraising strategy.
- Work with lay leaders in a partnership environment to increase the income in the fundraising campaign, to increase the number of donors and to grow the number of canvassers.
- Look to build the number of lay-leaders who have a passion for either fundraising or UK Programming.

### **3. Managing established and developing new canvassing relationships**

- Canvassing of key donors and managing key donor relationships
- Identifying and researching into potential new donors
- Develop Young Patrons to become the donors of the future

### **4. Building communal relationships**

- Responsible for representing UJIA in the regional communities and working with other key communal organisations.

### **5. Managing staff**

- Holding team meetings on a regular basis and regularly supervising staff fundraising and programme work

### **6. Managing Operations**

- To ensure smooth running of the Manchester office in an effective, efficient and proper manner in line with the expectation of UJIA and its Trustees.
- To ensure staff and office are professional and presentable
- To ensure all UJIA administrative procedures are followed
- To promote good teamwork

### **7. Planning and Organisation of Functions**

- To oversee the organisation of events
- To develop new fundraising events with Lay Leaders
- To work within agreed budget guidelines ensuring profitability with each event held

### **8. Travel and Expenses**

- Travel costs and staff expenses will be reimbursed according to UJIA policy and procedures.

### **Place of Work**

Your main place of work will be the UJIA Manchester office located in North Manchester, M7 4LU but you will be required to travel to the Regions and to London as required.

### **Hours of Work**

Regular office hours are 9.00am – 5.30pm Monday to Thursday and 9.00am - 1.30pm on Fridays. The applicant will also be expected to be flexible and to work outside of normal working hours at relevant and regular evening events and meetings.

## Personal Specification

### Essential

- Degree level
- Fundraising/ Sales experience
- A passion for Israel and Jewish Community.
- Demonstrable experience in managing a fundraising/sales team including line management, team development, staff recruitment and retention
- Strategy development and implementation skills leading to increased organisational income
- Demonstrable experience of growing and developing innovative and effective ways of income generation
- Experience of managing departmental budgets
- Communication skills both in presenting, face to face networking and maintaining relationships at the highest levels
- Excellent written and oral presentation in English
- The ability to multitask and prioritise work across varied deadlines
- Experience in using Word and Excel and other ICT programmes

### Desirable

- Knowledge and experience of the UK and Regional Jewish Community.