

Director of fundraising, marketing and communications

Job description and person specification

Reports to: Chief executive of Sense International

Direct reports: 1 x senior programme funding manager, 1 x senior trusts and foundations manager, 1 x high value partnerships manager, 1 x communications officer

Location: London, near Kings Cross (Hybrid)

Hours: Full time / 37.5 hours per week

Salary: £81,090 per annum (including inner London weighting)

Contract duration: Permanent

About Sense International

Founded in 1994, Sense International was established to share the expertise and experience of its parent organisation, Sense, in supporting people with deafblindness and their families in resource-constrained settings worldwide. Today, Sense International remains the only international non-governmental organisation dedicated to people with deafblindness and has expanded its work to support wider groups of people with disabilities who have complex needs across eight countries: Bangladesh, India, Kenya, Nepal, Peru, Romania, Tanzania, and Uganda.

Purpose and overview

This is an exciting time to join Sense International as we launch our new strategy in April 2027 that looks to amplify the rights and voices of people with disabilities who are



deafblind or have complex needs so that they are included, heard and can shape their own lives. Transforming Sense International to become locally led in its approach will be a core focus of the new strategy.

This role will lead and develop the fundraising team to deliver growth across multiple income streams to enable Sense International to deliver its strategy, including engaging new supporters and deepening relationships with existing supporters. A key focus of the role would be to develop and deliver a global fundraising strategy, in line with the organisational ambition to become more locally led and with the aim of moving Sense International to a stable and sustainable funding model with a particular focus on growing and diversifying unrestricted income and flexible funding.

The role leads a fundraising team working across various income streams including trusts and foundations, institutions, philanthropy, events, and corporate, alongside steering our global offices and teams to raise income locally.

This role will also lead marketing and communications at Sense International, building our profile and visibility, strengthening engagement, growing support and advancing our organisation's purpose and impact.

The role works closely with the trustees on the board and the Sense International Fundraising Advisory Committee (sub-committee of the board) to open networks and develop relationships. The role is a member of the leadership groups across both Sense and Sense International.

Key responsibilities

Leadership and management

- Develop and deliver a bold and dynamic global fundraising strategy with a focus on growing and diversifying unrestricted income and flexible funding income streams.
- Create a performance driven culture that motivates and supports the quality and quantity of activity required to achieve multi-year growth.



- Support national teams to develop fundraising strategies and plans in line with the organisational strategy.
- Drive and steer local fundraising in national teams including reviewing fundraising capability, opportunities and readiness with a view to locally-led income growth.
- Create and deliver a marketing and communications strategy aligned with Sense International's purpose and goals.
- Drive new and innovative ideas and concepts in fundraising, marketing and communications to create compelling campaigns and supporter journeys.
- Lead the development, management and diversification of transformational, multi-year supporter and funder pipelines, from initial identification of new supporters and funders through to ongoing retention and loyalty.
- Lead and manage the UK fundraising and communications team, fostering a positive and values-led culture of collaboration and accountability.
- Develop the UK fundraising team with its various specialisms across streams to maximise return on investment.
- Provide effective line management, mentoring and coaching to the team including tools, training and support needed to deliver high performance and continuous learning and development.
- Be an active member of the Sense International leadership teams in the UK and globally.

Engagement

- Work closely with the chief executive, board and fundraising advisory committee to identify fundraising opportunities from their networks and cultivate major donor relationships and strategic partnerships.



- Cultivate and steward outstanding relationships with key donors, funders, corporate partners and others to retain funders, maximise income and secure multi-year funding commitments.
- Champion and model cross-team collaboration building effective relationships with finance, programmes and global teams, and build strong relationships between Sense and Sense International.
- Represent Sense International externally at key events and conferences to build the charity's profile and influence.

Marketing and communications

- Lead engaging marketing and communications content across digital platforms, including social media, website, newsletters, blogs and press releases.
- Drive powerful ethical storytelling in line with our safeguarding and consent policies.
- Ensure our marketing and communications reflect our organisational values and amplify the voices of the people we support, tailored to diverse audiences.
- Explore opportunities to raise our profile and shout about our reach and impact.
- Collaborate with the wider UK and global teams to promote campaigns and fundraising efforts.

Reporting

- Monitor and evaluate fundraising income and KPI performance against targets, analyse income sources and adapt strategy and plans to maximise results, impact and financial resilience.
- Track communication engagement metrics and adapt strategy and plans to improve reach and interaction.
- Work with the chief executive, finance and programmes teams to ensure accurate budgeting and forecasting and budget management.



- Produce high-quality reports on fundraising, marketing and communications progress and performance against strategy, plans and targets for the board and executive.
- Ensure efficient, evidence-led and data-driven fundraising, marketing and communications with fit-for-purpose processes and systems.
- Ensure compliance with relevant fundraising regulations, data protection and ethical standards.

Person Specification

- Proven experience of leading fundraising at a senior/ strategic level.
- Experience of leading fundraising teams to deliver annual income of over £2million across multiple income streams for an organisation.
- Demonstrable experience and proven track record of delivering unrestricted income or flexible funding growth and diversification particularly in areas of high value fundraising, corporates and events.
- Experience of developing and successfully delivering fundraising strategies.
- Experience of developing successful fundraising propositions for investment.
- Experience of working with boards and executives to deliver fundraising strategies, working with their networks.
- Experience of monitoring performance and pipelines, agreeing targets, and setting and reforecasting budgets.
- Experience of building high performing fit-for-purpose teams.
- Experience of driving marketing and communications.
- Excellent verbal and written communication skills with the ability to communicate passionately and persuasively.
- Strong people skills with the ability to build relationships with multiple stakeholders both internally and externally.



- Passion for and understanding of international development and disability rights; experience of working in the international development sector desirable.
- Able to travel internationally occasionally to visit programmes, conduct donor visits and support local fundraising efforts.