

Recruitment for Members of Fundraising and Communications Advisory Group



This is a great opportunity to use your **fundraising, communications, marketing or digital skills and expertise** for a small, unique, and effective international development charity – without the commitment of a full Trustee role.

Women and Children First is a charity based in London, with a mission to empower local communities to act on the global health challenges facing women, children, and young people. This is done through the set-up of community groups, bringing people together to identify critical problems and develop lifesaving, life-changing solutions. The groups can halve maternal mortality, saving over 6,500 lives to date.

Our governance structure includes a sub-board committee called the Fundraising and Communications Advisory Group (FCAG). It includes both trustees and members who are not trustees. Its role is to help guide our fundraising and communications strategy, critically review our activities and share expertise.

We are recruiting for additional members, to fill existing skills gaps and to support succession-planning. We are particularly looking for individuals with experience in one of: **PR and Communications; Digital and Social Media Strategy and Implementation; Corporate Fundraising; Supporter Acquisition.**

More details of the skills and experience we are particularly looking for are set out below. Candidates do not need to have charity sector experience: we would welcome individuals with any relevant expertise.

Members will be welcome or may choose to apply for a Trustee position as and when they become available.

About Women and Children First; Our Strategy

Every 2 minutes a woman dies in pregnancy or childbirth. These deaths are often due to preventable problems like eclampsia or because women in labour cannot get to their local health facility.

Our mission is to stop this **by working with local partners to implement lifesaving, life-changing community health groups.** These groups spark collective action; people come together to develop solutions to their most critical health problems. **This approach has been recommended by the World Health Organization.** Our current strategy is to:



Position

Collaborate with partners to explore the potential for national level scale-up of community health groups. This will be done through community health workforces in Ethiopia, Malawi and Tanzania.



Prepare

Collaborate with partners to build the evidence base for new projects and alternative models of community health groups. New innovations can empower communities to act on health challenges.



Power-Up

Raise sufficient funds to cover our costs, invest in our people and systems and maintain adequate operating reserves to expand our capacity in readiness for working at scale.

Benefits to Being on the Committee

By joining our group, you will have the opportunity to put your skills to use for a good cause. You have the potential to create an incredible impact with a small, supportive, forward-looking team, who are dedicated to improving the health of women and children in some of the world's most rural, remote communities.

It's a chance to develop your own networks, including the groups Trustees, strengthen your CV and do good with your time and knowledge. The Committee meets 3-4 times a year, ahead of the organisation's Board Meetings.

Skills and Experience Sought

We are particularly interested in members with experience in the following areas:

- **Communications expertise** – providing appropriate support, guidance, mentoring for **PR, marketing, and advertising**, that can help raise awareness of the organisation, attracting attention and driving interest in who we are and what we do. This could include **digital** and **social media strategy** and **implementation** expertise.

- **Corporate fundraising expertise** – this is a key part of our fundraising strategy, so would be grateful for members with experience in winning pitches and managing partnerships.
- **Supporter Donor acquisition** – we are looking for support and guidance to grow our database of supporters.

Our Commitment to Diversity and Inclusion

Women and Children First recognises diversity and inclusion are a source of strength in achieving our mission. **We therefore welcome everyone**, trusting what makes us different brings creativity, styles, and experiences to help us collectively do our best work. That's regardless of your gender, age, disability, religion, sexual orientation, and cultural identity.

We especially welcome those from under-represented groups in the charity sector, and those who have links and heritage to the countries we have projects and partnerships in. Non graduates are encouraged to apply.

If you'd like to put your skills to great use, helping women and children worldwide, we'd love to hear from you.

You can contact Mark Mina, our Head of Fundraising and Communications, for an informal discussion about the roles – email info@womenandchildrenfirst.org.uk.

If you wish to apply to join our advisory group, please send your CV and a cover letter, explaining what you can offer, via email to info@womenandchildrenfirst.org.uk.

We will then be in touch to arrange a conversation with you. We plan to reach out to candidates as and when they apply. We anticipate closing to new candidates on **Friday 29 September 2023**.



Further information about Women and Children First

Check our [website](#) for further information. Read our [blog](#) for latest news. Learn more [about us](#) and our values. Alongside FCAG is a Finance Committee and a Programme and Development Advisory Group. These report into our Board of Trustees, which meets four times a year. There is an annual Away Day for both staff and Trustees.