



## JOB OFFER

# COMMUNICATION & FUNDRAISING DIRECTOR

***We are looking for a candidate who has solid experience in NGO communications and fundraising, combined with a good understanding of the issues related to HIV and more broadly the health and human rights of the most affected populations. Your ability to innovate, inspire a team and establish strategic partnerships will be essential. Your role will be to lead and implement our communications and fundraising strategy, drawing on the innovative programs of our network of associations present in 53 countries. By joining Coalition PLUS, you will join a dynamic and multicultural team, working together for a significant global impact on the daily lives of people living with HIV and affected populations.***

## DESCRIPTION OF THE ORGANIZATION

International union of community NGOs fighting AIDS and viral hepatitis founded in 2008, Coalition PLUS currently brings together around a hundred organizations operating in 53 countries and with around a hundred partner associations. As part of the community approach, it campaigns so that people infected, affected or particularly vulnerable to HIV and HCV are systematically placed at the heart of the decision-making processes, implementation and evaluation of health programs that concern them. Through the programs of its Secretariat and its ten sub-regional platforms and intervention networks, it aims to strengthen the capacities of its members and partners, to carry out community research and advocacy actions, while organizing privileged spaces for sharing knowledge and expertise.

## DESCRIPTION OF THE DEPARTMENT

The Communication & Fundraising Department's mission is to define and implement the communication and fundraising strategy of Coalition PLUS, in order to improve the positioning of Coalition PLUS, the promotion of fights and the strengthening of long-term financial health. It is currently made up of 4 people based in Brussels and Paris and will evolve depending on the development prospects of Coalition PLUS.

## JOB PROFILE AND MISSIONS

### **Main objective**

Define and implement Coalition PLUS's communication and Fundraising strategy, to contribute to improving the positioning and notoriety of Coalition PLUS in order in particular to support the commitment and loyalty of institutional and financial partners.

### **Missions of the position**

#### **1. Related to the management function**

- Participate in the secretariat steering committee and member management meetings
- management actions ;
- Ensure communication for good transversality with other Coalition PLUS departments;
- Develop the Management's annual action plan;
- Contribute to the drafting of the Coalition PLUS annual activity report,
- Develop and monitor the management budget in conjunction with the DAF ;
- Represent management internally and externally.

#### **2. Related to the profession**

- Development and implementation of the communication strategy:
  - o Develop and execute Coalition PLUS' overall communications strategy, in alignment with its mission, objectives and identity.
  - o Supervise the creation of content adapted to different communication channels (social networks, website, newsletters, publications, etc.) to maximize the visibility of Coalition PLUS.
- Coalition PLUS brand and identity management:

- Ensure branding consistency across all communications.
- Manage relations with the media and act as spokesperson for Coalition PLUS.
- Fundraising and partnership development:
  - Design and implement innovative fundraising strategies.
  - Identify and develop relationships with potential donors, partners and sponsors, including institutions, businesses and individuals.
- Team management and leadership:
  - Lead and motivate a team of communications and fundraising professionals.
  - Ensure training and continuing professional development of the team.
- Analysis and reporting:
  - Monitor and analyze the performance of different communication and fundraising campaigns.
  - Prepare regular reports on activities, results and impact for management and stakeholders.
- Budget management :
  - Develop and manage the communications and fundraising budget.
  - Ensure efficient use of resources and maximization of return on investment.
- Public relations and events:
  - Organize and supervise events to promote Coalition PLUS and raise funds.
  - Strengthen Coalition PLUS' presence in relevant sector events.
  - Strengthen the visibility of Coalition PLUS and its struggles in the press,
- Innovation and strategic monitoring:
  - Explore new trends in communications and fundraising.
  - Adapt strategies to integrate technological innovations and industry best practices.

## HIERARCHIC REATTACHMENT

Attached to the Pantin office or Brussels for his/her professional activity, he / she is subject to the labor law of his/her home office. He / she is placed hierarchically under the responsibility of the general director .

Its priorities and objectives, as well as its evaluation framework, are set with its management. Within the framework of the orientations of Coalition PLUS and the objectives set with its management, he / she carries out his missions independently.

## PROFESSIONAL OBLIGATIONS

- Duty of reserve and confidentiality
- Respect for the ethics and values of Coalition PLUS (see Charter)
- Compliance with the texts governing the activity of Coalition PLUS employees
- Participation in employee meetings
- Participation in community events

## REQUIRED PROFILE

- Activist commitment, desire to act for social change;
- Written and oral command of French and English (essential), another language would be a plus;
- Significant experience in communication and/or fundraising for an NGO,
- Experience in the use of CRM related to the management of Fundraising files and associated GDPR issues,
- Experience in teamwork and leading multi-association partnerships in diverse socio-cultural contexts, including work supporting remote employees;
- Analysis and synthesis skills, writing skills;
- Adherence to the values and missions of Coalition PLUS.

## JOB CONDITIONS

- Location: Brussels (Belgium) or Pantin (France) with the possibility of partial teleworking,
- 208 days of work per year,
- Permanent contract under local law depending on the country where the position will be based,
- Geographic mobility: 4 to 6 missions per year, generally not exceeding 1 week,
- Salary: according to experience and salary practices of the association
- 80% mutual support
- Lunch voucher card

## APPLICATION PROCESS

Please send a Curriculum Vitae, a cover letter and a list of three references with their contact details by email to: [recrutement@coalitionplus.org](mailto:recrutement@coalitionplus.org)

- Subject: Application file for the Communication & Fundraising management position at Coalition PLUS
- Deadline for submitting applications: February 23, 2024 CEST
- Position possible from March 11, 2024
- Recruitment is open internally and externally to Coalition PLUS
- Only candidates pre-selected for an interview will be contacted

***People from key populations and/or living with HIV/Hepatitis are strongly encouraged to apply.***