



Methodist
relief and
development

APPOINTMENT OF

**Director of
Public Engagement**



“Do all the good you can.
By all the means you can.
In all the ways you can.
In all the places you can.
At all the times you can.
To all the people you can.
As long as ever you can.”

John Wesley, founder of Methodism



Introduction

All We Can is an innovative international development, relief and advocacy organisation that believes in the mutually transformative power of partnership. All We Can helps people in some of the world’s poorest communities to become all that they can. We also help many in developed economies like Britain gain deeper insight into the systemic and the personal challenges of poverty, finding useful ways to invest prayer, time and their resources to effect change.

You will find All We Can to be a highly relational organisation. Creative partnerships are the central approach we take to good teamwork and culture, to our programmatic capacity-building partnerships and diverse work across 10 countries, and to the way we engage our supporters. Our values are not just nice wallpaper, they are the living heartbeat and the distinctive quality of our work.

All We Can has been on a transformational journey over the past five years since relaunching our 80 year-old organisation under the new name and ambition to be All We Can. This root and branch strategic process has culminated in our Deputy CEO Graeme Hodge becoming CEO at the end of 2018. Now, with a firm foundation established, it is the time for growth and energising further partnerships. This is a very exciting time to join All We Can!

We are now seeking to appoint a Director of Public Engagement. This is a newly designed role that combines management of our marketing, fundraising, communications, global education and volunteer workforce. The goal is simply: engagement! We want sustainable growth, with those who understand and align with our approach and are seeking more than a transactional exchange. We want to grow and expand the movement that is All We Can.

Do you love the creative, relational, flexible and empowered dynamic of a small organisation with a strong sense of family and community? Do you enjoy growing things and innovating new methods of engagement? Are you motivated by your Christian faith to see the dignity of every individual named and honoured and to see their full potential realised? If so then please read further and prayerfully consider whether this role might help you be all you can.

About You!

The Director of Public Engagement is a key senior leader within All We Can, who ensures that our visionary and strategic aspirations to end extreme poverty and tackle injustice are funded and resourced. This is a newly defined role to help us actively engage more audiences, donors and stakeholders to support, champion and engage in our work as well as understand the issues and solutions.

If this role is for you, then you will be:

- A Christian with an active and growing faith, expressing a love for your global neighbours.
- A relational leader, who takes an authentic interest in learning from others and inspires the best from those around them.
- A strategic thinker and creative dreamer.
- A communicator who loves fostering connections between people and ideas, leading to relationships of purpose.
- An excellent manager who enjoy seeing others develop and flourish.
- A calm and organised thinker who performs under pressure and multi-tasks effectively (with no qualms mucking-in with a small team dynamic).
- A cultural leader who energises collegiality, thoughtfulness, aspirations, diligence, and fun!
- Mentally curious and committed to active listening and active learning.
- A strong ambassador for the work of All We Can

As All We Can now looks to grow ambitiously, we are seeking a Director of Public Engagement who is visionary in their approach, innovative and bold in their planning, skilled and experienced, and creative and practical in their implementation to reach our ambitious income targets. You will be able to motivate and inspire others through good leadership and management.

Do pray about whether the following pages fit your gifts and experience, but more than that, see if they inspire you to be a part of the privileged and exciting work we do: allwecan.org.uk/review



Director of Public Engagement's Key Expressions of Leadership

1. Strategic Organisational Leadership

- Provide strategic thinking as we together build a new strategy 2020-2025, and remain agile and creative in how we evolve our strategic thinking during this period.
- Create partnerships with the fellow Leadership Team members to ensure relational unity and well-integrated teams and functions.
- Represent the counsel, needs and perspectives of the Public Engagement Team, our volunteers and our supporting partners in all of the decision-making taken by the Leadership Team.
- Remain accountable to the CEO and Board of Trustees, ensuring they are kept abreast of relevant trends in the sector as well as All We Can's progress against agreed targets.

2. Inspirational Growth Leadership

- Inspire a culture of excitement about growth and collective ownership of growth targets.
- Create and deliver a dynamic and exciting Public Engagement Strategy.
- Innovate new approaches (specifically including digital engagement) to help our supporters' lives be transformed through greater connectedness to God's heart for justice and greater connectedness to the lives of those whose incredible character, courage and resilience are lifting themselves, their families, and their communities out of poverty.
- Integrate marketing, communications, fundraising and global education activities to achieve financial growth and a clear sense of supporters' engaging with a meaningful journey of generosity which we can facilitate.
- Develop the evaluation criteria and monitoring approach to assess the strategy's success.
- Ensure that all fundraising, communication and education materials and activities represent our brand consistently and effectively and have an implicit Christian ethos that reflects our identity and values.
- Lead on Emergency Humanitarian Aid appeal development.
- Dynamically represent All We Can with a wide range of our external stakeholders and build networks of collaboration which open up multiple opportunities for the organisational plans.

3. People and Organisational Development

- Foster a culture of innovation and initiative-taking, creating the "can do" atmosphere that values everyone's contribution and coaches out the best in the team. Equally, model professionalism and a passion for excellence.
- Oversee and come alongside team members to devise and implement their work plans, imparting your expertise to mature the gifts and enable the effectiveness of our team and their areas of responsibility. In particular adding value to key growth areas:

- Major donors (with Philanthropy Manager)
- Trusts and Foundations (with Philanthropy Manager)
- Consultative support for programmes team on institutional donors
- Corporate donors (with Philanthropy Manager)
- Outreach beyond Methodism (with Communications Manager)
- Relationships with other church denominations and organisations (with Churches and Volunteers Manager)



- Ensure compliance with all regulatory authorities and regularly report on these to the governance committee of our board.
- Partner closely with Finance to coordinate budgeting with growth expectations.
- Develop robust annual operational plans aligning our resources to implement the longer-term strategic plan in the area of public engagement.

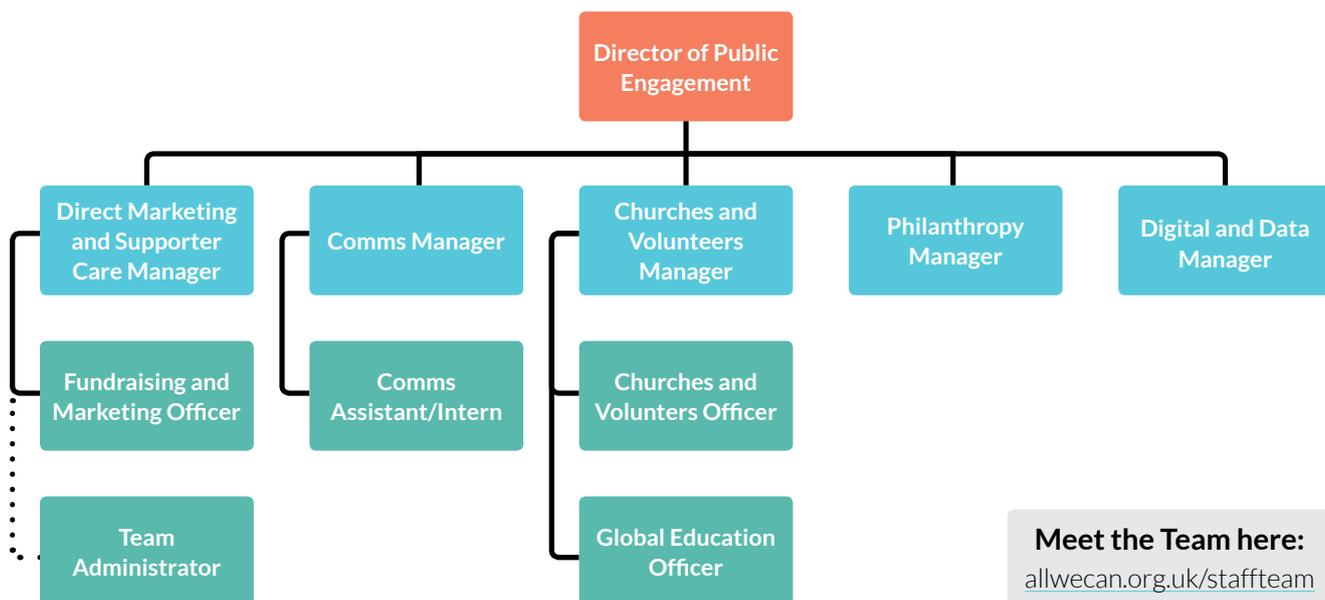
Key Relationships:

You will be a Leadership Team member with CEO Graeme Hodge, Programmes Director Angela Zamaere Smith and Finance Director David Fletcher. Together we will ensure that even in small organisational life, we don't become siloed or fight for departmental agendas at the cost of what is best for the whole of All We Can.

You will be expected to model our values and create a fun and caring working culture. As a Leadership Team, we want to demonstrate a learning culture and a co-creative dynamic that inspires our colleagues and partners to greater levels of transformative and generous engagement. We also want to encourage and facilitate innovation and creativity and your role will be critical to this agenda.

Your Team:

The Public Engagement Team is thriving and hosts a lot of talent and the potential to grow our mission. The Fundraising and Marketing team has been brilliantly led by Claire Welch who is leaving to prepare for ordination in the Church of England. Claire leaves in June and the hope is that the team will have its new leader at that time to keep us moving from strength to strength. Claire leaves the team in a solid financial position ready for further growth. This role will also now assume oversight of our Communications team for the first time, bringing all of our engagement work together for greater collaboration and creative synchronicity.



Meet the Team here:
allwecan.org.uk/staffteam

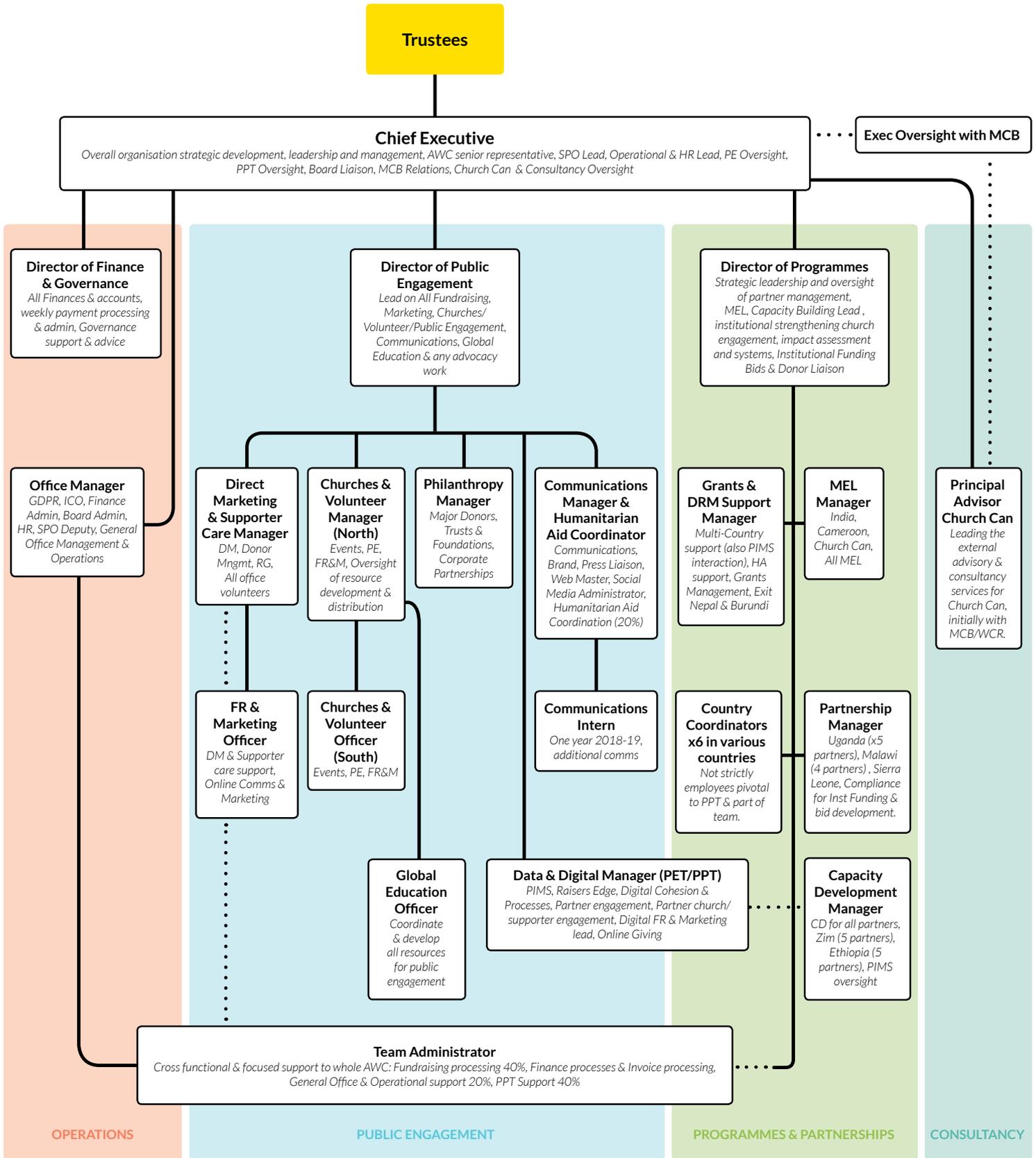
Internal Relationships:

- 1 All We Can team, including colleagues in the Programmes and Partnerships Team
- 2 All We Can trustees and advisers
- 3 Volunteers and interns

External:

- 1 Supporters and prospective funders, especially:
 - a) Major donors, b) Institutional, corporate and trust funders
 - c) Methodist individuals, churches, circuits and districts,
 - d) Media partners, e) Strategic partnerships,
 - f) Other public and specifically Christian audiences
- 2 Colleagues in the Methodist Church Connexional Team relating to areas of public engagement
- 3 Peer public engagement leaders in related organisations
- 4 Suppliers and consultants

Team Structure



..... Indicates role relates but is not line managed by this individual

All We Can's Vision

Every person's potential fulfilled.

All We Can is an international development and emergency relief organisation. Focusing on those in greatest need, it has always been inspired by Christian principles and is an integral part of the British Methodist Church.

Our purpose

All We Can helps find solutions to poverty by engaging with local people and organisations in some of the world's poorest communities to end the suffering caused by inequality and injustice.

What do we do?

Change happens when we all work together.

All We Can helps find solutions to poverty by engaging with local people and organisations in some of the world's poorest communities to end the suffering caused by inequality and injustice. To do this we:

- Support and strengthen local partners – organisations, churches, emerging initiatives and inspiring individuals that share our vision and values – to implement effective and sustainable solutions with some of the world's poorest and least served communities
- Respond to humanitarian crises with emergency relief and help communities to be better prepared for disasters
- Engage in global education to inform, challenge and motivate people to take a stance against poverty and injustice.



All We Can is the official relief and development agency of the Methodist Church in Britain. The consistent, faithful and passionate support of Methodists across Britain has sustained the charity throughout its history.

All We Can's priority is to support communities with high levels of poverty and deprivation, which are under-served by others, and where local partner organisations, including Methodist Churches, are well placed to make a difference.

All We Can seeks to work together in a spirit of partnership with – individuals, organisations, churches, and people of all faiths and none – to make a meaningful difference.





Organisational goals 2015-2020

- 1 To enable local partners to fulfil *their* mission to sustainably improve the quality of life of poor, disadvantaged and marginalised people, creating lasting change
- 2 To respond effectively to humanitarian emergencies and help local partners to prepare for disasters
- 3 To challenge the causes of poverty, inequality and injustice and promote solutions through global education
- 4 To have a prominent and instrumental role across the global Methodist community in international development and emergency relief
- 5 To inspire and value supporters and donors, and ensure sustainable funding to fulfil our purpose
- 6 To be efficient in the management of All We Can's resources.

Our Values

All We Can has always been inspired by Christian principles and is an integral part of the British Methodist Church.



Respect

Respect

We respect the inherent worth, dignity and equality of every human being. We want everyone to be able to develop their potential, live with respect and have the opportunity to flourish. We value different cultures, beliefs and perspectives, and seek to listen and learn from others.



Inclusion

Inclusion

We give priority to those who are the poorest, most marginalised and disadvantaged. We want to help people to become all that they can and participate meaningfully in shaping their own lives and futures. We work with people in need without discrimination.



Justice

Justice

We want everyone to be treated fairly and with equity, and for there to be a just sharing of the world's resources and opportunities. We seek to be prophetic and courageous in challenging injustice and inequality, and sustainable in how we operate.



Service

Service

We seek to serve others. We want to give practical expression to the love, care and responsibility we have to each other as human beings, and strive to be humble and accountable in the way we work.



Solidarity

Solidarity

We stand and suffer alongside people living in poor communities around the world and all those striving to tackle poverty, inequality and injustice. We seek to be alongside rather than in control, and relational rather than contractual in our approach.



Collaboration

Collaboration

We recognise that we do not have all the answers, the resources or the skills necessary to achieve our purpose. We seek to work together in a spirit of collaboration and community with others – individuals, organisations, churches, and people of all faiths and none – to make a meaningful difference.



Christian Principles

All We Can is a Christian faith-based international NGO and has always been inspired by Christian principles.

As an organisation motivated by Christian values, we care passionately about people who are living in poverty and suffering from injustice, because God does and we are commissioned by him to love others as we would love ourselves.

The values and principles we are founded on exist in our relational way of working and also dictate that we work without discrimination and in an inclusive way. Our Christian principles are outlined here:

1. The value, dignity and equality of every human being as created and intended by God.

In response, All We Can seeks to help people – of all faiths and none – to fulfil their potential, live with respect, and have the opportunity to flourish.

“I came that they may have life, and have it abundantly.”
John, 10:10b

2. God’s longing for a world in which justice and peace are established and creation is cared for.

All We Can seeks to be prophetic and courageous in challenging injustice and inequality, and sustainable in how we operate.

“Speak up for those who cannot speak for themselves, for the rights of all who are destitute. Speak up and judge fairly; defend the rights of the poor and needy.” **Proverbs, 31:8-9**

3. Jesus’ commandment to “love your neighbour”.

All We Can seeks to help individuals, groups and churches to respond effectively to the needs of their neighbours in poor communities around the world through supporting practical relief and development initiatives, as well as praying and speaking out.

“What good is it, my brothers and sisters, if you say you have faith but do not have works? Can faith save you? If a brother or sister is naked and lacks daily food, and one of you says to them, ‘Go in peace; keep warm and eat your fill’, and yet you do not supply their bodily needs, what is the good of that? So faith by itself, if it has no works, is dead.” **James, 2:14-17**

4. The many exhortations in the Bible to defend the rights of the poor and needy and give unconditionally to the vulnerable, and the example of Jesus who reached out to those on the edges of society.

All We Can seeks to give priority, hope and inclusion to some of the world’s poorest, neediest and most marginalised people.

“Go not only to those who need you, but those who need you most.” **John Wesley**

5. The calling of the church to serve the world.

All We Can’s Methodist links mean we have a particular role in supporting and mobilising churches and Christian partner organisations, especially Methodist-related ones, to increase their effectiveness and impact in serving their local communities and tackling poverty and marginalisation.

“Let each of you look not to your own interests, but to the interests of others.” **Philippians, 2:4**

6. The responsibility of Christians to work humbly with others for the common good.

All We Can seeks to work together with people of all faiths and none who share its values and vision to tackle poverty, inequality and injustice.

“I ask not about your doctrines; if your heart is right with my heart, then give me your hand.” **John Wesley**

These six Christian principles (among others) inspire and inform All We Can’s foundation and its vision, mission, values and priorities.

All We Can does not ask that its partner organisations or all staff necessarily have a Christian faith or basis, but it does ask that they accept the way in which All We Can responds to these Christian principles, and can commit to the non-sectarian values which derive from them.



How to Apply

Macaulay
search

All We Can is working with Macaulay Search to make this critical appointment.

All We Can will offer a competitive salary for this position. Our head office is at Methodist Church House near Baker Street, in London.

Applications should be sent by email to ewen.mcalpine@macaulaysearch.com and must be received by Wednesday the 17th of April.

Your application should comprise:

- A mandatory covering note of not more than two pages outlining your motivation and relevant experience for the role.
- Please do mention your fit with the Christian faith and motivation we seek in our Director of Public Engagement. Christian faith is an Occupational Requirement for this position.
- This covering letter should also include the names of your three referees. Please note – these referees will not be contacted until late in the process and with your prior agreement. The names and details of your referees will be held in strictest confidence.
- A full CV, including educational and professional qualifications, a full employment history showing the more significant positions, responsibilities held and relevant achievements.

The Shortlist Meeting will take place in mid-April. Shortlisted Candidates will be invited to interview in late April.

The successful candidate will be expected to take up the post of Director of Public Engagement as soon as is reasonably possible. Our hope is that this might be early summer 2019.