

Director of Strategic Engagement

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Welcome

Thank you for your interest in our Director of Strategic Engagement role. This role comes at an exciting time for WRAP as we define and launch our next three-year strategy in April 2020.

WRAP was established in 2000 as a not for profit company limited by guarantee and was set up as a programme to promote sustainable waste management. In 2014 we became a charity and we are becoming less reliant on government funding, giving us the ability to create an income stream via a variety of different sources. We work with governments, businesses and citizens to create a world in which resources are used sustainably. Our mission is to accelerate the move to a sustainable, resource-efficient economy. Our focus areas are food and drink, plastic packaging and clothing and textiles. WRAP has developed some fantastic campaigns over the years with "Recycle Now" "Love Food, Hate Waste" and "Love your Clothes" and of course the Courtauld Commitment continues to innovate and be a powerful vehicle for change. We work collaboratively – across departments, programmes and nations and we have important strategic partners such as the Ellen MacArthur Foundation and the World Resources Institute (WRI).

We are very proud of WRAP's continued success but know we need to do more. As an organisation we are becoming more agile and commercially aware as we move to solidify our position as a global nongovernmental organisation (NGO) that has a diversified funding base. The Director of Strategic Engagement is a new role on our executive team and brings together responsibility for generating income for WRAP via a variety of different sources. These include UK/ internationally based trusts and foundations, international governments and NGOs, major donors, corporates, individuals and other sources. This role has a unique opportunity to build a team of people around you that bring focus and clarity to fundraising. With targeted efforts we know we can have great success.

This is an exciting role – WRAP has a compelling mission and one which resonates with business, governments and consumers at a time when public awareness is at an all-time high. It's a great time to join our organisation as we continue our journey of change as we evolve into a commercially focused, market making, global leading NGO.

If you share our commitment to achieving the best outcomes for our planet, and believe you have the skills and experience we are looking for, we very much look forward to hearing from you.

Marcus Gover
Chief Executive

About WRAP

Human life on earth is facing unprecedented challenges. Global demand on natural resources has reached a critical level, whilst public engagement with climate change has never been so high.

That's why, as we reach our twentieth year, the need for our expertise is greater than ever.

What we do

We work with governments, businesses and citizens to create a world in which resources are used sustainably. Our mission is to accelerate the move to a sustainable, resource-efficient economy through:

- Re-inventing how we design, produce and sell products through product and process innovation and supply chain collaboration.
- Re-thinking how we use and consume products through citizen campaigns and enabling collaborative change by businesses.
- Re-defining what is possible through recycling and re-use through market and infrastructure development and improved collections.

We focus on where we can make the biggest impact. That means where:

- We believe change is needed to create a world in which resources are used sustainably.
- We have the capability (expertise and mechanisms) to deliver that change.
- We can find funding to deliver the required change.

There are four areas where we believe these conditions apply:

- Food waste
- Plastic packaging
- Clothing and textiles
- Resources and waste management

How we work

WRAP has unique convening power. We provide information, tools, policy and technical advice that catalyse action. We build evidence-bases, then convene the right people to tackle specific problems, overcoming market failures and developing practical solutions that make a real difference. Our business collaborative change programmes such as the UK Plastics Pact, Sustainable Clothing Action Plan, Courtauld 2025 and citizen behaviour change programmes such as Love Food Hate Waste are replicated in countries and municipalities around the world.

This track record, along with the knowledge of our world renowned experts and the strength of our regularly-cited evidence, makes WRAP global leaders in fighting food waste, tackling problem plastics, addressing the impact of fast fashion and transforming recycling.

Our vision and values

WRAP's vision is a world in which resources are used sustainably
Our values are:

Sustainability

We're mission driven. We act in the public interest to help people and planet to thrive.

Honesty

We have the honest conversations and, when necessary, face the uncomfortable truths.

Integrity

We act on evidence and stand by our convictions.

Fairness

We listen actively and report impartially. We treat our staff and suppliers fairly.

Teamwork

We collaborate to succeed.

Role Profile

Role title Director of Strategic Engagement

Accountable to Chief Executive

Role Purpose Secure the income to deliver Wrap's 2020-2023 strategic plan by designing and implementing a three-year fundraising strategy that will:

- Deliver an overall net increase in income of at least £3m per year and potentially by a significantly greater amount
- Increase income from UK-based trusts & foundations by at least £2m per year
- Increase income from international governments, NGOs and trusts & foundations by at least £1m per year
- Maximise the proportion of unrestricted funding received from donors and the business community

Knowledge & Experience

- Significant fundraising experience and a track record of securing high value funding
- Demonstrable track record of securing significant funding from trusts and foundations preferably within the environmental sector
- Experience of building and managing relationships with key donors, trusts, foundations and able to demonstrate strategic fundraising experience gained in a charitable environment; ideally as Director or Head of Fundraising
- Evidence of leading fundraising campaigns and attracting and developing major corporate partnerships, trusts and foundations
- Successful track record of working on major fundraising initiatives as well as proven experience of delivering fundraising targets
- Credible, engaging and inspiring communicator; able to deliver clarity in both spoken and written communications
- Stakeholder engagement skills and demonstrable experience of building strategic relationships and influencing change
- Can evidence having worked at a senior level, with understanding of the charitable sector, political environment and global opportunities
- Able to demonstrate having led and developed a high performing team
- Passionate about the promotion and encouragement of sustainable resource use

Core accountabilities

- Lead the development and implementation of a 3-year fund raising strategy to accelerate sustainable income growth; embedding a culture of fundraising across the organisation
- Create the organisation's overall case for support and lead development of cases for support at the programme level
- Determine the best organisation structure for sustainable fundraising. Design, secure approval for and recruit any new fundraising capability to deliver the fundraising strategy and successfully integrate capability within the organisation
- Where appropriate, advise and/or lead on generating additional sources of funding including from UK government, businesses, and major donors
- Seek corporate affiliations with businesses in relevant sectors
- Work closely with corporate communications function to create the necessary brand platform for success
- Develop a plan for projected funding income growth including key milestones and performance targets





Person Specification

Core organisation competencies

Adaptable to change: Responds and behaves positively to change, identifies and acts upon new opportunities.

Building relationships: Proactively develops internal and external relationships acting as an advocate and generating momentum for achieving WRAP's goals.

Personal commitment: Demonstrates commitment, energy and enthusiasm for achieving challenging goals.

Teamwork: Encourages and develops cross-functional working and builds teams based on results to be achieved.

Leadership capabilities

Ensures Results: Deliver on promises, inspires and creates energy to achieve, has honest conversations, holds others and self to account for actions and creates a positive impact.

Strives to improve: Works across teams to ensure success, challenges ineffective ways of working, maximises the potential of others, strives to make the organisation stronger and is aware of external trends in the relevant business environment and impact on decisions.

Adopts a customer perspective: Identifies key customers, ensures that teams understand the importance of customer awareness and value, champions the current and future perspective and contributes to customer strategy and development.

Understands self: Understands the impact of their behaviour seeks feedback and takes action, builds a team with mixed strengths and capability, understands coaching principles, role models the WRAP mind-set and builds resilience in self and others.

Engages & builds trust: Builds relationships through mutual trust, listens and collaborates with others, understands the principles of team engagement, adapts own style and effectively coaches others and proactively leads change.

Understands the business: Understands, explains and presents to audiences of all levels around our performance, products, culture, values & ethos and stakeholders.

Specific competencies

Personally credible: Builds and delivers professionalism through combining HR and commercial expertise to bring value to the stakeholders, organisation and peers.

Role model: consistently leads by example. Acts with integrity, impartiality and independence balancing organisation, staff and legal parameters.

Ethical practice: Takes a visible role in promoting and leading ethical principles in the organisation.

Working inclusively: works across boundaries effectively and inclusively to achieve positive outcomes. Foster an inclusive culture.

Personal resilience: Models resilience through leadership of others, creating a sense of direction in challenging times. Remains calm and emotionally in control during conflict and debate.



Terms of Appointment

Salary

This role attracts a competitive package. Starting salary will be dependent on experience.

Location

WRAP is headquartered in Banbury, Oxon - there is flexibility on location for this role.



How to Apply

We hope you will consider making an application. If you have questions about the appointment and would find it helpful to have an informal conversation, please contact catherine.kift@starfishsearch.com and we will be happy to arrange a call.

To make an application, please go to <https://starfishsearch.com/jobs/director-of-strategic-engagement-wrap/> and click on the apply now button, with the following prepared:

- your CV (no more than three sides), and
- a supporting statement that sets out why you think this role is the right move for you and how you meet the Knowledge and Experience criteria.
- we would be grateful if you would also tell us your current salary details (we do not disclose this to our clients without your consent).
- given the approaching Xmas period, we would be grateful if you can advise us if you plan to be away during the recruitment timeline outlined below.

Please advise us if you plan to be away during the recruitment timeline outlined below.

Closing date	3rd Jan
First round interviews	w/c 6th Jan
Agreement of the final shortlist	16th Jan
First round interviews with WRAP	23/24th Jan
Final panel interviews with WRAP	w/c 27th Jan



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