

"For I was hungry and you gave me food, I was thirsty and you gave me drink, I was a stranger and you welcomed me, I was naked and you clothed me, I was sick and you visited me, I was in prison and you came to me." Matthew 25:42



APPOINTMENT OF

ENGAGEMENT DIRECTOR



INTRODUCTION

BANGLADESH

As a Christian faith-based NGO, Medair embodies the compassion of Jesus Christ as we relieve human suffering in some of the world's most remote and devastated places.

Medair is now entering an exciting new season of leadership and growth. To be the front-runner agency we aspire to be, we need the creativity and innovation of an Engagement Director.

We believe the image of God lives in each person we serve. We believe what Jesus says in Matthew 25, that to serve the world's vulnerable people is indeed to connect with God Himself. Medair has an excellent reputation for delivering timely, compassionate, and professional humanitarian assistance. However, we want to be better at sharing our view of the urgent and terrible suffering in this world, and the privilege we experience to serve these people in need.

Medair is seeking a leader who can transform and improve the way we communicate. We urgently need to mature our ability to raise awareness of the needs of our world's most vulnerable people, and we need to mature in how we engage these funding partners or potential staff teams in Medair's powerful experience of connection: experiencing the compassionate and intervening love of God in action toward the suffering of this world and experiencing the powerful image of God alive in the poor and vulnerable of this world.

For Medair to mature in this ministry of connection, we need a very gifted marketing, communications, fundraising, and relationship development leader.

The Engagement Director will explore and experiment with the best ways of using social media, crowdfunding, apps, online communities, and other digital engagement tools to serve our goal to build more connection with the lives of people in need. We have operated with quiet integrity, but we now see our move to maturity requires us to find our voice, share our distinctive approach, and encourage a greater number of people to partner with our work around the world.

If you seek to balance humility and authority by being an outstanding servant-leader, then pray about investing your life experience and your creative gifts to strengthen Medair at this exciting crossroads.



ABOUT MEDAIR

Medair's mission is to bring help and hope to the suffering of this world. We seek to serve the world's most vulnerable people, including those in "forgotten" crises where there are few media reports to bring attention and transparency. Therefore, while we are working in highly visible conflict situations, such as in Syria, we are also helping people struggling through crises in very remote and insecure regions of Afghanistan, DR Congo, Iraq, Somalia, and South Sudan. We feel called to act because, in many cases, if Medair did not help, nobody would.



In an emergency, Medair teams mobilise quickly to protect the lives and health of people in desperate situations, such as when natural disasters strike or when they get caught up in the violence of civil conflicts. Once the initial stage of an emergency situation subsides, vulnerable people need a different kind of humanitarian support - one that provides for their ongoing needs and hopefully towards establishing infrastructure, systems, and services and building resilience that will sustain them through future crises.

In 2017, we provided humanitarian aid to more than 2.1 million people in 13 countries. Our teams responded to the Rohingya crisis and the Syrian refugee crisis, and we delivered life-saving aid in some of the hardest-to-access places on earth. We walked day and night to bring life-saving cholera supplies in South Sudan, trained more than 200 masons in earthquake-resilient construction in Nepal, and carried out our mission in multiple conflict-embroiled countries throughout the year.



The scale of global human needs is immense and growing, far outstripping the resources available to respond with the compassion they demand. Despite funding limitations, Medair made a conscious decision to persist with saving lives in places where our departure would have left a gap that jeopardised the survival of vulnerable families.

Medair provides a flexible range of relief and recovery services, with particular expertise in: health and nutrition; water, sanitation, and hygiene (WASH); and shelter and infrastructure. Medair is an active member of numerous humanitarian initiatives and networks, including the Core Humanitarian Standards, VOICE, Integral Alliance, and EU-CORD. Medair is also a signatory to the Red Cross Code of Conduct.

Medair saves lives in emergencies and then stays to help people recover from crisis with dignity. Our teams do whatever it takes to bring assistance where it is needed most, regardless of religion, race, or nationality. We work side by side with communities and partners to leave a lasting impact.

We do not believe that humanitarian aid should be used to further a particular political or religious viewpoint. Our first and last consideration is the dignity of the people we serve. The quality of our work over decades has been built on the foundation of unified, prayerful teams of Christian humanitarians serving with professional excellence.



MEDAIR'S VALUES

LEBANON

Medair is united throughout the world by a set of common values.

INTEGRITY We strive to live out our values and principles consistently at every level of the organisation, and in every location - from the remotest team to the international headquarters. Our desire is that as we work together in teams, our attitudes, words and actions will be true to Medair's vision and character.

HOPE We seek to bring hope to people devastated by crisis and caught in apparently hopeless situations. Together with the communities we serve, we strive to make sustainable improvements and increase their capacity to build a better future.

ACCOUNTABILITY We are committed to employing best practices in our management and operations, pursuing excellence in all we do. We make ourselves accountable to our supporters, our staff and those we serve, and seek input from them to help us improve our activities and procedures.

DIGNITY We believe that each person has been made in God's image and is therefore uniquely valuable and worthy of the highest respect. Consequently, we reach out to all those in need, irrespective of their race, gender, religion, age, or nationality. Wherever possible we personalise our assistance, taking individual needs and circumstances into account and respecting the dignity and independence of the people we serve.

COMPASSION We desire to relieve human suffering in times of crisis, disaster, and conflict. We seek out people who are the most vulnerable, work alongside them and offer practical support through relief and recovery initiatives.

FAITH We are motivated to care for those who suffer because we follow Jesus Christ, who taught that our highest goal is to love God and to care for those in need. Our faith inspires us to give our best in all circumstances. With faith we pray for wisdom when facing difficult decisions, and for the courage to live and work in demanding and often dangerous situations.



SOUTH SUDAN



DR CONGO



DR CONGO



NEPAL

"The places where we work are not easy, physically or emotionally. The reason I choose to work with Medair is because in the face of the immense suffering in this world, this is an organisation and a family of people who still choose hope, and turn to that hope in times of need; and that makes all the difference."

MEDAIR PEOPLE

Medair's people are its most valuable resource. With over 1,300 staff, Medair is a diverse mix of people unified by a passion to serve those in greatest need.

Medair has learned the immense value of working with teams that include both new and experienced relief workers. Medair provides opportunities for qualified professionals who have not previously worked in humanitarian aid. In this way, people gain real-world relief experience and are able to grow into future leaders and influencers within the humanitarian sector.

Our field teams live together, work together, and pray together. The closeness and cohesiveness of Medair teams are qualities that create a supportive and nurturing environment for staff members working in stressful conditions.

Our Swiss Head Office and Affiliate Offices equally seek to pray, serve one another, and serve the organisation in a spirit of Medair being one body with many parts (1 Corinthians 12:12). Medair's goal is that we would all see ourselves as sharing our gifts to serve faithfully and fruitfully.

The powerful team dynamics are often the reason that Medair staff either stay with us or come back to us.

CONTEXT OF THIS LEADERSHIP APPOINTMENT

In 2018, Medair welcomed David Verboom to be our Chief Executive Officer. The context has been one of positive strengthening and growth; in the last 7 years Medair has doubled in size to over \$70m in 2017. Private funding in Medair has been steadily rising year on year. However, we are now looking for a transformation in how we communicate and a step change in funding growth. We are also hungry to mature our work, and bring effective innovations to reach our ambitious goals.

Our funding model has been imbalanced towards a very high proportion of institutional funding (about 80% of our \$70m annual budget). While we are grateful for the trust of these governments and inter-governmental agencies, we know that to be more independent, agile, and innovative, we need deeper engagement with private funding partners. The level of institutional funding we can accept is often limited by the availability of gap-filling private funds to cover the remaining programme and Head Office costs.

We have developed a strategy around Medair's unique concept of "People to People", engaging people (donors, prayer intercessors, humanitarians, staff and volunteers) to help reach and serve people in need. The number of people in need in the world is growing, due to more conflicts, longer-lasting crisis situations, increases in the number of natural disasters, growing complexities, and reducing humanitarian space and access. As Medair wants to help and serve more people in need, we now also need to increase the number of people engaged in our mission, through giving, going and/or praying.

We see our "People to People" approach as tailored toward the relationship-oriented and connection-seeking mindset of modern donors. We need to continue to resource the growing organisation with the right funding partners and also more qualified staff who live out the values of Medair. We have worked hard to raise our profile and exercise our voice, but we have really just begun the task of raising the awareness of our work and engaging partners to serve with us or join us by becoming giving partners.

Working with a global team of passionate colleagues, you will help Medair further mature in the following areas:

- **Confidence in our Identity:** You will encourage and offer an example to Medair international teams of how to integrate their Christian faith into action, expressing itself as professional excellence delivered with compassion, sensitivity, and integrity.
- **Confidence in our Mission:** The needs of our suffering world are urgent. You will contribute to seeing Medair's timely and effective reach increase. You will be an internal and external champion for the importance of our mission.
- **Confidence in our Approach:** You will know what it is like to be faith-led as we deliver major humanitarian operations. You will understand the pressures and complexity that our field teams face on a daily basis and keep central the leadership's desire to see them well-equipped and well-resourced for their work.
- **Confidence in our Ability to Improve:** You will help develop us, as an agile work in progress! You will help us better navigate the strategic challenges of our times: geopolitical instability, reduced humanitarian space, increased accountability to those we serve, changing donor landscape, and constant change in our world.



ENGAGEMENT DIRECTOR

EXECUTIVE LEADERSHIP TEAM ROLE

The leaders in Medair's Executive Leadership Team express our six Medair values in both their personal and professional life. Therefore, within the Medair organisational culture and values, we are seeking an Engagement Director who will demonstrate leadership within the Executive Leadership Team and with their own teams, in the following ways:

A SERVANT LEADER

- Models Christ-centred servant-leadership and further integrates our organisational values into our culture and practice.
- Prioritises interdepartmental and cross-functional collaboration with other Medair departments, offices, and country programmes, striving for excellence in all our programming and enabling Medair to serve people in need in the best way possible.
- Continuously refreshes and updates our strategy against new insights, with a focus on being effective and cost-efficient while growing the integrity and impact of the mission.
- Evaluates progress against both corporate and departmental strategic objectives and strengthens our culture of transparency, accountability, and efficient delivery.
- Identifies and communicates global trends and contextual risks so that the CEO and International Board of Trustees can assess and respond to Medair's strategic opportunities and threats.



A VISIONARY LEADER

- Translates the corporate vision and strategy into the required strategic vision and implementation plans for our engagement teams in Head Office and Affiliate offices.
- Mobilises the team to move the organisational vision into practical, achievable objectives, for the overall benefit of the organisation.
- Communicates a clear and compelling vision for Medair's identity and objectives and leads with a vision that is rooted in Medair's six values and puts our beneficiaries and those engaged in Medair's mission at the centre of Medair's work.
- Seeks out innovative, creative, and technologically advanced opportunities to constantly enhance the quality and reach of our work. Is aware of innovative and technological trends and developments and audaciously uses new opportunities to optimise processes and further strengthen the agility of our organisation.

A TEAM LEADER

- Takes a relational approach to building up the fundraising teams, investing in team members and developing a team dynamic that is values-led and achieves goals together in faith.
- Leads with trust and integrity and fosters open and transparent communication. Challenges team members to develop in their character, gifts and team contributions to Medair, and builds their capacity and creativity by instilling trust, belief, and faith in them.
- Is a leader and a team player at the same time. Leads the team with a people-centred vision that promotes unity and creates positive energy. Is a part of the day-to-day work activities and in humility contributes to the operational work.

ENGAGEMENT DIRECTOR ROLE SPECIFICATION

Working with the CEO, the team, fellow Executive Leadership Team members, and the International Board of Trustees, we are seeking a high-calibre marketing, communications, fundraising, and relationship development professional who will demonstrate organisational servant, visionary, and team leadership. We are looking for a servant leader who will act strategically, boldly, and innovatively to successfully drive and support their faith-based teams to achieve ambitious results.

It will be the responsibility of the Engagement Director to serve in the following ways:

LEADERSHIP & MANAGEMENT

- Contributes to the organisational strategy and growth as a member of Medair's Executive Leadership Team (ELT).
- Ensures that the marketing, communications, fundraising, and Affiliate Office teams collaborate creatively and effectively with other teams within Medair to promote effective fundraising, donor communication, learning, team recruitment, and meeting overall organisational objectives.
- Maintains strong collaborative relationships with the wider organisation and the Affiliate Offices in France, UK, US, Germany, Canada, and the Netherlands so we remain a united Medair.
- Establishes and supports strategic goals by gathering pertinent business, financial, and operations information, identifying and evaluating trends and opportunities.

CREATIVITY & INNOVATION

- Builds a creative culture that tests new ideas, experiments, develops initiatives, and celebrates successes.
- Develops tools to monitor and measure our influence.
- Leads the engagement of new mission audiences: such as developing digital approaches to deeper connect with demographic communities like Millennials, or exploring geographic opportunities, with a view to opening new and impactful Affiliate Offices.
- Evolves Medair's voice and impact with radical approaches to create a Medair culture of philanthropy, engaging Medair's audiences in generous, life-changing, and long-term relationships with people in need.
- Ensures that Medair has developed brand and marketing strategies (off and online) that enable us to engage more effectively and broadly with our target audiences.
- Spearheads a dynamic digital setup for Medair that sees us becoming cutting edge at using crowdfunding and social media, purposefully engaging diverse donor needs, and creatively connecting our worlds so funding partners and our programme service-users are further impacted.



GROWTH OF INCOME & MOBILISATION OF MEDAIR NETWORKS

- Creates and implements a global engagement strategy that increases our private income through new funding partners and connects many more workers to serve through Medair.
- Maintains diverse and sustainable income streams, such as: engaging new philanthropists, high net worth individuals, foundations, and corporate partners.
- Leads, inspires, develops, and empowers the whole of Medair to corporately own and individually find their role within the global engagement strategy and plans.
- Provides strong control and oversight of private funding revenues across the organisation, analyses income sources to inform and improve the fundraising strategy, and assesses progress against targets.

RELATIONSHIPS

- Works effectively with the CEO in developing an Advisory Board or Engagement Platform that will identify and unlock high net worth opportunities with a focus on delivering against the long-term strategy for growth.
- Cultivates enduring relationships with current and prospective funding partners and supporters, especially major individual and corporate donors, potential donors, partners, and networks.
- As a strong Medair ambassador, personally engages with potential key private funders, and engages in relevant public speaking opportunities to significantly raise awareness about Medair's mission in order to secure support from key philanthropic and donor audiences.
- Seeks out creative internet and social media tools to strengthen connections with supporters and target groups, so they can become increasingly engaged and involved in Medair's mission.

BUDGET MANAGEMENT

- Develops annual budgets with the Engagement teams and in collaboration with Affiliate Offices.
- Develops regular reporting and analysis, including key metrics reports, and conducts ad hoc financial analysis as required in coordination with other departments.





IRAQ

ENGAGEMENT DIRECTOR

PERSON SPECIFICATION

The Engagement Director will be mature in delivering excellence through other people. They will therefore be skilled and experienced at creating empowered, equipped, energised, and focussed teams that deliver. Beyond a good manager, we are looking for a broad-minded, servant leader, who clearly models the following qualities:

SPIRITUAL LEADERSHIP

- Servant-hearted and visionary Christ-like leadership which creates a culture of trust.
- Active and mature devotion to Jesus that reflects His love for people.
- Consistently to live and act from a place of prayer and discernment.
- Able to nurture spiritual health in others, inspiring deeper faith.
- Courage to listen to God's leading and boldness to act in trust.



DR CONGO

PERSONAL LEADERSHIP

- Depth of character to shepherd others through times of change and growth.
- Integrity to represent Medair's values and mission across different professional, cultural, and faith contexts.
- Demonstrates humility and a serving attitude in empowering others, showing a willingness to learn individually and as a team.
- Emotionally intelligent, relational, and authentic.

ORGANISATIONAL LEADERSHIP

- Strategic-level, audacious leader, able to see within the Executive Leadership Team where Medair should be going in order to most effectively and sustainably achieve its mission.
- Communications expertise that creates strategic clarity across the organisation, that defines objectives appropriate for each season of development, and that promotes transparency and approachability of the leadership team.
- Confidence to be operationally decisive, with the experience of managing substantial budgets and a geographically dispersed organisation.
- Creative, dynamic, and optimistic 'out of the box' thinker who is enthusiastic about new, innovative opportunities to strengthen our way of working.
- Proven experience of negotiating and influencing at a senior level.
- Ability to align the departmental objectives with the overall strategy of Medair and to promote interdepartmental collaboration.

PROFESSIONAL EXCELLENCE & CREDIBILITY

- Outstanding leader of high-performing teams with experience in leading large-scale change and managing significant budgets.
- Demonstrable significant experience of successful international marketing, communications, and income generation across multiple channels.
- Proven ability to build, manage, and develop key stakeholder and donor relationships. Capable and experienced in relationship-building and able to persuade well, and collaborate with influencers.
- Experience using new communications tools, such as crowdfunding or social media.
- High-level networking, communications, and presentation skills to build firm internal and external relationships.
- Innovator, curious and creative thinker, helping the organisation with radical changes and innovations in reaching target groups and income.
- Holds oneself and others to the highest standards of excellence and accountability.
- Ability to work effectively with Boards and senior colleagues.



ABOUT YOU

Medair is approaching its 30th year of mission. You will find the international staff in Medair to be a remarkable community of deep faith and highly professional humanitarian service. Alongside our faithful and hard-working national staff in the field - our hands and feet - we reached over 2 million people in need with vital humanitarian aid in 2017.

So why should you consider joining Medair's team? Our staff frequently quote the following as reasons they are motivated to work for Medair:

- contribute to a greater purpose
- help the world's most vulnerable
- mobilise people with resources and capacity to serve people in need
- work in a professional humanitarian organisation
- work in a Christian faith-based NGO that shares my values
- work in an international team environment
- be in an organisation small enough to consider itself a family which cares for each other
- and agile enough to respond rapidly to new emergencies.



If you are also motivated by these reasons, and by our season of strengthened leadership, maturity, and change then perhaps serving with Medair is the answer to a prayer you have been asking.

We have also been praying for our new Engagement Director! We know that whether you choose to serve through Medair or elsewhere, you are indeed God's handiwork, created in Christ Jesus to do good works which God prepared in advance for you to do!





SOUTH SUDAN

The Engagement Director position is a permanent appointment based in Ecublens (near Lausanne), Switzerland.

Medair's working language is English, but speaking French, and/or German will definitely be an asset for this Swiss-based role. Applicants must be in good health and available to travel overseas under basic conditions as needed.

Applications should be sent by email to recruit-ED@medair.org and must be received by 12pm CEST on Friday, 31 August 2018.

The application should comprise:

- A mandatory covering note of not more than two pages outlining your motivation and relevant experience for the role. 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 these 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.

First interviews will be held via Video Skype in early September. Further interviews will be held in Lausanne, Switzerland.

The successful candidate will be expected to take up the Director post as soon as is reasonably possible.

By submitting your application, you will have read and agreed to the [Medair privacy policy](#), and are aware that Medair will use the information provided, in order to process your application for current and future employment positions. Your information will be kept confidential. We may send your information to Medair offices outside of Switzerland for recruitment purposes. The information you provided will not be given to any other party, except Medair contracted recruitment agencies for screening purposes.