INTERIM DIRECTOR OF SOCCER AID

Duration:	Fixed Term (ends 30/06/27)
Job Level:	Level 1
Salary:	Circa £ 105,000 per annum
Hours:	35 hours per week. Other flexible arrangements will be considered
Disclosure Level:	Basic. This role involves some indirect work with children.
Team:	Soccer Aid for UNICEF
Reports to:	Chief Marketing & Partnerships Officer
Location:	Working from home and at least two days per week at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Soccer Aid Team is a project team that brings together key specialisms from across the organisation to deliver ***Soccer Aid for UNICEF***. The multi-functional team sits within the Public and Partnerships Engagement directorate and works closely with teams across the organisation and external stakeholders at ITV, Initial and Soccer Aid Productions* to deliver UNICEF UK's biggest broadcasted fundraising event.

*UNICEF UK has partnered with Triple S Sports and Entertainment Group to create Soccer Aid Productions Ltd (SAP Ltd) to deliver the commercial elements of the campaign.

ABOUT THE ROLE

Soccer Aid for UNICEF brings together two teams of celebrities and football legends from England and the World XI for the biggest celebrity football match in the calendar, broadcast live on ITV. The event started in 2006 taking place every two years and since 2018 has taken place annually. Since its inception, Soccer Aid for UNICEF has raised more than £137 million for UNICEF UK, helping to protect the right to play for every child.

UNICEF UK has partnered with Triple S Sports and Entertainment Group to create Soccer Aid Productions Ltd (SAP Ltd) which delivers the commercial elements of the campaign. ITV is the Broadcast partner and commission Initial (part of Banijay) to produce the show.

The Director of Soccer Aid provides the strategic leadership of Soccer Aid through key relationships across UNICEF UK, Soccer Aid Productions, ITV, Initial and other key commercial partners, driving forward the strategy and growth of the campaign through shared objectives. The level of success that the campaign achieves will have a direct effect on the levels on the income raised to support UNICEF UK's vital work.

What we will expect you to achieve

- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as Our Shared Commitment) in all aspects of your work and leadership.
- Organisational and strategic leadership as a member of the Strategic Leadership Group, also accountable for growing income, reach (and ultimately impact) by leading the Soccer Aid for UNICEF campaign team successfully; working effectively with all key partners.
- Deliver the Soccer Aid for UNICEF campaigns in line with projected income and expenditure.
- Identify opportunities for continued growth of Soccer Aid, using new innovations and further expansion of the existing portfolio. This includes new fundraising approaches, products, and propositions.
- Maintain strong relationships with the joint venture partners' leadership teams and key contacts; working with them to ensure the objectives of the campaign are met, and the costs and discretionary spending is within pre-agreed parameters.
- Full ownership, management, and leadership of the financial management of the campaign across Soccer Aid Productions Ltd (SAP) and UNICEF UK.
- Leadership and management of the Soccer Aid Fundraising and Talent team and matrix management of Strategic Leads from Soccer Aid Productions, ensuring strong cooperation and alignment between all the teams at both organisations.
- Representing UNICEF UK externally including working with UNICEF in New York and Geneva, other UNICEF National Committees, and Country, Regional and other UK-based agencies as appropriate.
- Working collaboratively with the UNICEF UK Corporate, Philanthropy and Foundation teams, to confidently present to potential new partners, the benefits of a Soccer Aid partnership.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Supporter driven and mission aligned
- Committed to children and their rights and motivated to work towards achieving a better world for every child.

Good leadership and management
- Provides strategic direction, sets clear objectives, clarifies expectations, and agrees the parameters for each person's authority and accountability.
- Stewards the resources that are available to the directorate in a capable manner, assisting the team to make the most impact with all provided.

Positive relationships
- Builds positive, collaborative and effective relationships with stakeholders internally and externally, that ensures high levels of engagement, flexibility and loyalty.

- Confident in leading change, using influence and negotiation with senior leaders across multiple organisations.

Negotiation and influence
- Successfully influences others, demonstrates and stands up to analysis and challenge.
- Considers partners' needs and pressures, balancing their expectations with doing what's right for children.
- Uses effective negotiation to have difficult conversations whilst remaining solutions focused.

Resilience
- Thrives in a rapidly changing working environment.
- Prioritises and sustains focus on work that will have the greatest impact on agreed aims.

Communication and effective facilitation
- Delivers impactful and engaging written and oral communication methods to engage an audience and win understanding and support.
- Guides and directs multiple, challenging stakeholders to reach consensus and deliver the required outcome within the time allocated.
- Clear and confident communication of outcomes which may sometimes be unpopular.

Achieving change
- Works on own initiative, assesses priorities and is proactive in making improvements.
- Challenges accepted ways of working where needed.

Relevant experience

- Demonstrable senior strategic leadership and organisational management experience in setting strategic direction and leading the team to executing a programme of events.
- Proven experience of cultivating high profile relationships and partnerships with multiple, external stakeholders and key corporate entities/partners. Significant experience in delivering and leading programmes and project management experience is required.
- Good experience of working at a strategic level with external partners, agents and talent (as required), key external agencies and suppliers.
- Exposed and experienced with building and developing appropriate sector and broadcast relationships.
- Proven experience in leading and managing through people. Comfortable in coaching, mentoring, and providing supportive line management.
- Experienced in developing and maintaining a team culture of openness, collaboration and ambition and high achievements.
- Proven experience with budgetary responsibility and accountability. Able to plan, actively manage and report on high figured spend due to strong financial management discipline, and able to foster a culture of cost efficiency and financial accountability throughout the team.
- Experience of operating within a busy role, with a track record for creative and innovative approaches to fundraising and marketing.

Specific knowledge and skills

- Specific knowledge and experience of mass public-facing fundraising appeals or campaigns; both the broadcast and charity sectors and the opportunities and challenges they present.
- Strong understanding of how to maximise partnership opportunities.