



# Refugee Council

## Head of Fundraising

### Background

Like many charities, Refugee Council have always been restricted by low budgets – for this reason, they’ve always kept their ads small and avoided the use of colour. However, they now needed to advertise two high-level roles – a Head of Fundraising and a Head of International and UK Policy. Fundraising vacancies are notoriously difficult to fill – so recruiting for two high calibre positions at once was always going to be tricky. Therefore, we decided to take a more creative approach.

### Method

We wanted to move away from their usual style, and opted for a bold, colourful design with a striking image and minimal text. We also incorporated strong headlines, so the reader would really take notice of the message we had to get across. The text was kept brief and to the point. We felt that we didn’t need to describe the roles themselves in great detail, as these would be similar in any organisation. What set these jobs apart was the Refugee Council itself, and the importance of its work.

For this reason, we emphasised the role that this organisation plays within today’s society – and the difference you could make to people’s lives. We used the Guardian for both roles, and Third Sector for the Fundraising role.

These have been tried and tested media for this client, and produced good results this time around.

### Results

Response to both adverts were fantastic – especially for the Head of Fundraising role, which was great news. Such high-level roles would normally not attract a lot of responses, especially not from suitable applicants. However, this is exactly what we managed to achieve with these concepts.

**Head of International & UK Policy received** 26 applicants. 5 were shortlisted, 4 were interviewed, and one was offered the job.

**Head of Fundraising received** 22 applicants. 4 were shortlisted, 4 were interviewed and two were offered jobs.

The Refugee Council were very satisfied with the response, and are going to create a microsite so that we can take a similar approach with smaller adverts.



asylum is a human right

we've come a long way. now we start the next stage of the journey

**Head of Fundraising**  
London

£43,281 - £46,737 pay award pending

We've worked for a long time to achieve our vision – making a real and lasting difference to the lives of refugees and asylum seekers in the UK. Now, we're entering a whole new phase in our development. Join us at this key time and you'll take us to the next level, as you develop our highly successful fundraising team. Working closely with our Chief Executive, you'll develop this established team and pioneer more creative ways of working. We're involved in all areas of fundraising – corporate, trust, individual giving, legacies and much more – so you'll take on a highly varied and challenging remit. With solid experience across all areas of fundraising, you must also be an efficient team leader who shares our passion for human rights.

To find more information about us, and to apply online, visit [www.refugeecouncil.org.uk/jobs](http://www.refugeecouncil.org.uk/jobs) quoting the reference L/00107.

If you would like an informal discussion about the role, please contact Ann Bolitho on 020 7346 1202.

Closing date: 28th March 2008.