



EXECUTIVE DIRECTOR  
APPOINTMENT BRIEF

AUGUST 2017

**THE  
SYRIA  
CAMPAIGN**



**OXFORD HR**  
WORLD LEADERS

## INTRODUCTION

Oxford HR have been retained as an executive search consultancy to appoint the new Executive Director for The Syria Campaign, an independent advocacy group mobilising people around the world to help stop the violence and accelerate progress towards a peaceful and democratic future for Syria.

This is an exceptional opportunity for an entrepreneurial, creative and energetic organisational leader who is passionate about playing their part in The Syria Campaign's overall mission of supporting Syria's heroic civil society.

## ABOUT THE SYRIA CAMPAIGN

The Syria Campaign works to end the conflict by elevating the voices of the country's peaceful heroes and building global support behind them.



They have raised the profile of Syrian groups like the White Helmets rescue workers, helping to secure them millions of dollars to continue their life-saving work. They have successfully campaigned to block Europe selling aviation fuel to the Assad regime, secured a UN resolution banning the trade in Syrian antiquities

and supported Syrian humanitarians calling out the problems at the heart of the UN's flawed aid operation. All this and much, much more.

Their 15-person Syrian and international team has achieved a great deal in the past three years and they are looking for an Executive Director that can build on these successes in line with their vision of The Syria Campaign being the most impactful international organisation working on the conflict.



Oxford HR Consultants Ltd

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## THE ROLE

The Executive Director will be responsible for shaping the organisational vision and approach in response to the ever changing dynamics on the ground over the coming years.

They will be coming in to help increase the organisation's impact through securing long-term financial support. They will be working

with the organisation's existing contacts at the highest levels, including leading international philanthropists and foundations, as well as developing their own new partnerships. Finally, the Executive Director will be spearheading the growth of the organisation's profile with key audiences and the wider public.

## EXECUTIVE DIRECTOR

- SALARY:** Competitive with salaries at other international NGOs.
- LOCATION:** Ideally candidates will be based in one of The Syria Campaign offices in London, Beirut or New York but location can be flexible for candidates with exceptional circumstances.
- CONTRACT:** Permanent, with a six-month probation period and a starting date anticipated no later than 5 February 2018.
- PURPOSE:** Increase the organisation's impact through securing long-term financial support, shape the organisational vision and lead the growth of the organisations' profile with key audiences and the wider public.
- REPORTING:** Board of Directors.



## RESPONSIBILITIES

### Fundraising

- Lead the development of an ambitious medium and long-term fundraising strategy to secure funding from private philanthropy (major donors and foundations) and governments not actively involved in the conflict;
- Develop ongoing funding relationships and oversee reporting processes to ensure the medium and long-term financial stability of the organisation;
- Expand TSC's external presence and relationships to garner new opportunities for funding.

### Build the profile of the organisation

- Seek out opportunities to build the brand of the organisation as a leading advocacy voice on Syria with key audiences including media, policy makers and decision makers;
- Develop and maintain relationships with Syrian civil society and activists, both inside Syria and in the diaspora, that drive TSC's campaign work.

### Campaigns and public engagement

- Work with the Campaign Leadership to help identify opportunities for campaigning and impact;

- Communicate TSC campaigns and impact to a wide variety of audiences (media, donors, partners).



### Organisational leadership and management

- Develop and implement an organisational strategy and communicate this to all internal and external stakeholders;
- Lead a team of global staff (mostly working remotely) by building a strong and collaborative culture in order to get the best performances from the team;
- Directly manage the Senior Leadership of the organisation;
- Working with the Board of Directors, help to expand the board and manage board involvement with strategic direction and fundraising;
- Hold ultimate responsibility for the budgets and the bottom line of the organisation to ensure financial sustainability.

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## PERSON SPECIFICATION

- Proven track record of fundraising ideally within the Syria space;
- Significant experience in which you have developed and led high-performing teams, set and achieved strategic objectives and managed a budget;
- Track record in building productive relationships with a range of actors and key influencers in your field (e.g. activists, journalists, policy makers, donors, politicians);
- We particularly welcome applications from Syrian and Palestinian-Syrian candidates.

## QUALIFICATIONS/ EDUCATION

- Bachelor degree in a related field or similar professional experience;
- A confident and sophisticated communicator, presenter, and writer;
- Deep experience on Syria / Middle East / peace building;
- Experience and skills with media, including TV appearances and op-eds, strongly preferred;
- Fluency in written and spoken English essential;
- Written and spoken Arabic highly desirable;
- Experience in a start-up, growth business, or dynamic non-profit operating environment preferred.





## HOW TO APPLY

All correspondence, at this stage, should be via Oxford HR. To apply for this post, please complete our online application form and submit the following information – **preferably in MS Word:**

- An up-to-date curriculum vitae (of no more than 3-4 sides of A4)
- A detailed statement (of no more than 2-sides of A4) explaining why you are interested in this post and how your skills and experience make you suitable. (Please look at “Advice for Candidates” on the Oxford HR website for hints on how to write a successful statement).
- The Oxford HR Online Form, which provides us with the key information we will need to take your application through to interview. Please note: also enclosed with this form is Oxford HR’s Equal Opportunities Form. You are under no obligation to complete this. Any information you do provide will only be used in accordance with the Data Protection Act 1998, and will remain confidential. It will not be used as part of the selection process.

N.B. The documents should be saved in MS Word in the following format: Your First Name-Your Last Name-Document Name-Date (yymm) e.g:

- Pat-Jones-CV-1502
- Pat-Jones-Statement-1502

<b>Closing date</b>	11 September 2017
<b>Preliminary interviews</b>	18 September 2017
<b>Final Panel Interviews</b>	2 October 2017

These dates may be subject to change, and applicants will be advised in advance should this happen.

## SELECTION PROCESS

All candidates will receive feedback within four working weeks of the closing date. Shortlisted candidates may be required to undertake an additional assessment prior to the final interview.

## EQUALITY STATEMENT

Equality and diversity is at the core of The Syria Campaign values. Staff are expected to work collectively and individually to promote a constructive and sensitive approach to others from a variety of backgrounds, where the work of others is valued and respected.

## QUERIES

If you have any queries on any aspect of the appointment process, need additional information, or would like to have an informal discussion, please contact **Thibaut Mills**, **Maria Grigore** or **Amel Alariqi** at [the-syria-campaign-ed@oxfordhr.co.uk](mailto:the-syria-campaign-ed@oxfordhr.co.uk) in the first instance.



## ABOUT OXFORD HR

Oxford HR operates globally - mainly within the international development and UK charity sectors. We carry out retained executive search mandates at board and senior management levels. We also offer human resource and organisational development consultancy.

Oxford HR has many years of experience in search as well as an extensive network of international development, social sector, corporate, public sector and academic contacts from across the world. We carry out comprehensive and often international searches designed to meet the specific needs of our clients.

Oxford HR's team members have significant personal experience of working in international development and the social sector as well as the corporate and governmental sectors. We are in a unique position to find and assess talented individuals from a variety of backgrounds.