



Director of Development

Family Empowerment Media seeks a strategic thinker, dynamic manager, and skilled writer to lead our development and communications efforts

Position Summary

Application Deadline: 7th of March 2023

Starting Date: 21st of April 2023

Duration: Long term

Hours: Full time/Part time

Location: Remote, from our London office, or from Abuja

How to apply: [Fill out this form](#)

About Family Empowerment Media

[Family Empowerment Media \(FEM\)](#) is an evidence-driven non-profit that enables informed contraceptive decisions through clear, compelling, and accurate radio-based communication.

Enabling couples to access modern contraceptives is one of the most cost-effective ways to prevent maternal deaths, and it also provides a host of other benefits. Numerous studies have demonstrated that radio-based social and behavioural change campaigns can empower women and men to use effective contraceptive methods to avoid unintended pregnancies.

Established in September 2020, FEM is an organisation with significant potential for impact and growth. Since our founding, FEM has achieved the following:

- Broadcasted two campaigns in Kano State, Nigeria, collectively lasting a year. These campaigns reached up to 5.6 million listeners. Between the two campaigns, our adverts and shows were broadcast 3,400 times.
- PMA Data's research found that during our Pilot campaign in Kano State, the contraceptive uptake in the region increased by 75%. This corresponds to 250,000 new contraceptive users and an estimated 200 fewer maternal deaths related to unintended pregnancies.
- Scaled our work to three new states across Nigeria: Anambra, Kogi, and Ondo with short campaigns. We expect our upcoming campaigns to reach an estimated 10 million people in these three states.

- Pioneered a new approach to evaluating radio-based programmes using a [transmitter](#) that replaces campaign content in randomly selected areas.

By 2027, FEM plans to reach over 30 million listeners. Our efforts have been recognised by experts in philanthropy and entrepreneurship. We have received a seed grant from Charity Entrepreneurship, the Distribution Foundation's D-Prize award, and the Stars in Global Health grant from Grand Challenges Canada. We are recommended by Giving What We Can and Founders Pledge, who estimates FEM's cost-effectiveness to be 22 times more impactful than direct cash transfers.

About the Role

Family Empowerment Media seeks a strategic thinker, dynamic manager, and skilled writer to lead our development and communication efforts. We expect the Director of Development to spend about 75% of their time on development and 25% on communication and additional generalist tasks.

Responsibilities may include:

Lead FEM's development efforts - 75%

- Develop and implement a short- and long-term fundraising strategy to meet FEM's financial goals and make future scaling plans possible.
- Write fundraising proposals and other written output for funders.
- Build connections with past, current, and future funders; this includes participation in pitch calls and sending updates to funders.

Serve in a generalist capacity - 25%

- Create communication materials for FEM, such as newsletters, emails to stakeholders, one-pagers, blog posts, videos, and social media posts.
- Copy-edit written materials created by others, such as reports and blog posts.
- Lead and support other communication-related tasks.

Qualifications

We're looking for someone who enjoys putting together exceptional written output. The successful candidate will be inspired by our mission and demonstrate a commitment to our core values of ambitious altruism, evidence-based decision-making, cultural sensitivity, humility, and transparency. The Director of Development will also possess some or most of the following qualities:

- **Excellent decision-maker:** skilled at breaking down complex problems and, together with the senior management team, coming to decisions that best increase our impact.
- **Skilled communicator:** creates powerful, professional, and compelling written communication that concisely conveys complex ideas.

- **Detail oriented:** able to dot the i's and cross the t's across budgets and written outputs, ensuring high quality throughout all our communication.
- **Strong generalist:** a fast learner who enjoys a challenge and is able to progress on important projects throughout our organisation independently.
- **Engaged entrepreneur:** takes the initiative and actively seeks to improve how we currently run our organisation.
- **Constructive team player:** enjoys working in a team, values feedback, and effectively collaborates with colleagues from diverse cultural backgrounds.

Experience in the development sector is a plus but not a requirement for the position. Please apply even if you don't meet all the criteria. We would love to see your application.

Benefits of working at FEM

- **High impact:** Enabling our model's successful scaling can improve thousands of lives. Our intervention was chosen for its high cost-effectiveness and strong evidence base from 188 ideas evaluated by Charity Entrepreneurship [1].
- **Community:** You will have the opportunity to become a part of the Charity Entrepreneurship community and connect with experts in the field.
- **Flexibility:** You will experience a high level of freedom and autonomy as we offer both remote and office-based working environments.
- **Personal growth:** You are guaranteed to be challenged with a variety of tasks and receive rapid and implementable feedback.
- **Entrepreneurial experience:** You will work with a scale-up and gain insights into the entrepreneurial process.

Further details

- This role has a 6-month test period for you to get to know us and for us to get to know you better.
- We respect your time and have designed our application process to reflect this. The first step of the application process takes 20 minutes, and we only ask for more time from applicants we think would be an excellent fit.
- We are advertising a Director of Strategy and Director of Development position simultaneously. We may not hire for both roles depending on the applicant pools.

If you have any questions about the position or application process, please reach out to rlund@familyempowermentmedia.org. I would be happy to chat!

Learn more

- [Family Empowerment Media's research](#)
- [The Family Empowerment Media team](#)
- [Introduction to Family Empowerment Media](#)