



DIRECTOR OF ENGAGEMENT

JUNE 2026



ABOUT THE WAR CHILD ALLIANCE

The War Child Alliance was formed in 2023. It brought together the five War Child fundraising members (in the Netherlands, UK, Germany and Sweden, plus Children in Conflict in the US) and 14 programme members based in and around conflict-affected areas across the world. The resulting Alliance integrated programme activities under one umbrella - all with the aim to multiply our impact for conflict-affected children. Inevitably there have been challenges along the road, which have required the Board's attention. The Alliance is now entering a critical phase of its development, where strengthening shared governance across member organisations, deepening equitable partner models, and ensuring clarity of roles between Alliance and member entities will be central to delivering impact at scale.

MAIN PURPOSE OF THE ROLE

The Director of Engagement leads War Child Alliance's external engagement approach to strengthen War Child's global positioning, including improved visibility, influence, supporter engagement, and sustainable income in support of War Child's mission. The role brings together institutional fundraising, business development, communications, brand integrity and advocacy to ensure War Child is positioned clearly and credibly with external audiences, and that external engagement supports organisational strategy, programmes, research, and evidence-based methodologies.

THE ROLE

ROLE:	Director of Engagement
LOCATION:	Anywhere War Child has an office
SALARY:	Based on location.

JOB SUMMARY

This role sits within the senior leadership of War Child Alliance Foundation and leads the organisation's engagement function across external positioning, communications, advocacy, brand, marketing, and institutional funding engagement. The Director of Engagement works closely with

colleagues across programmes and partnerships, research and development, finance, and fundraising members to ensure strong alignment between organisational priorities and how War Child engages external audiences, supporters, donors, and partners.



RESPONSIBILITIES

STRATEGIC LEADERSHIP AND MANAGEMENT:

- Provide strategic leadership to drive delivery and achievement of the organisation's overall strategy, ensuring plans, resources, and priorities are aligned to agreed organisational objectives.
- Lead the development and delivery of War Child Alliance's engagement strategy, ensuring external engagement supports the organisation's mission, strategic priorities, and long-term sustainability.
- Provide strategic leadership across institutional fundraising, business development, communications, brand, marketing, and advocacy to strengthen War Child's visibility, influence, and income generation.

DONOR ENGAGEMENT:

- Shape and oversee a clear and coherent external narrative for War Child that reflects programme quality, research, evidence-based methodologies, and the voices of partners and children affected by conflict.
- Oversee the development of institutional funding and donor engagement strategies to ensure the growth of the institutional funding portfolio, including market development, pipeline oversight, proposal direction, and donor relationship management, in coordination with relevant internal teams and fundraising members.

- Ensure strong alignment between engagement priorities and organisational strategy by connecting external positioning, fundraising, communications, and advocacy efforts with programme, research, and thematic priorities.

COMMUNICATIONS, MARKETING AND ADVOCACY:

- Lead the development of global communications, campaigns, and marketing approaches that support public engagement, advocacy objectives, donor communications, and War Child's brand identity.
- Build, lead, and develop a high-performing engagement function, fostering clear priorities, collaboration, accountability, and professional growth across the team.
- Represent War Child externally with donors, networks, agencies, peer organisations, and other strategic stakeholders, strengthening relationships and identifying opportunities that contribute to organisational influence and impact.

PORTFOLIO MANAGEMENT:

- Oversee the quality, consistency, and effectiveness of engagement systems, processes, and partnerships, including agency relationships, business development approaches, and external engagement channels.
- Contribute as a member of the senior leadership team

to broader organisational decision-making, planning, performance, and cross-functional collaboration.

- Ensure performance management of department and teams against agreed KPIs to ensure organisational priorities and quality standards are met.

Each staff member is responsible for contributing to creating a culture committed to our mission, vision, internal safeguarding standards, JEDI ((Social) Justice Equity Diversity Inclusion) principles and the CHS (Core Humanitarian Standard) framework and are expected to actively promote this in their work.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the role.

CANDIDATE PROFILE

- This role operates in a complex international and networked environment and requires the ability to balance strategic leadership with practical oversight of multiple engagement disciplines.
- The role works across fundraising members, alliance stakeholders, donors, partners, agencies, and internal teams, and requires strong judgement, collaboration, and external credibility.
- It may involve responding to time-sensitive opportunities, coordinating across multiple markets, and ensuring that external engagement remains aligned with War Child's mission, values, and evidence-based approach.
- The candidate brings significant experience in the sector and a keen understanding of the key actors related to funding, positioning and influencing, preferably specifically related to thematic areas of Child Protection, MHPSS and Education.





KNOWLEDGE, SKILLS AND EXPERIENCE

EDUCATION:

- Relevant postgraduate qualification or equivalent senior leadership experience in engagement, communications, fundraising, business development, public affairs, international development, or a related field is desirable.

EXPERIENCE:

- Led a complex engagement, communications, fundraising, or external relations portfolio at senior level.
- Developed strategy and translated it into clear priorities, plans, and measurable outcomes.
- Built and led multidisciplinary teams across areas such as communications, advocacy, fundraising, marketing, or business development.
- Worked across complex stakeholder environments, including donors, partners, networks, member organisations, or external agencies.
- Overseen institutional fundraising,

- business development, or donor engagement approaches that support organisational sustainability.
- Represented an organisation externally and built effective relationships that support influence, profile, and collaboration.
- Worked in an international, networked, humanitarian, development, or values-led environment.

(TECHNICAL) KNOWLEDGE:

- Knowledge of strategic engagement, communications, advocacy, fundraising, and external positioning
- Understanding of institutional donor environments, business development processes, and external partnership approaches.
- Ability to connect organisational priorities with compelling narratives, campaigns, and stakeholder engagement.
- Ability to lead and integrate multiple engagement disciplines in a coherent and strategic way.

- Builds trusted relationships across diverse internal and external stakeholder groups.
- Communicates clearly and credibly in writing and in person, including in representative or high-stakes settings.
- Uses judgement to balance opportunity, reputation, income generation, and mission alignment.
- Works collaboratively across functions and supports shared ownership of organisational goals.
- Understands the importance of evidence-based storytelling, safeguarding, inclusion, and values-led leadership in external engagement practice.

LANGUAGES:

- Fluency in English is required for this role.
- Additional languages may be useful depending on stakeholder groups and organisational context, for example Arabic, Dari, French, Spanish, or Ukrainian.

HOW TO APPLY

All correspondence, at this stage, should be via Oxford HR. To apply for this post, click on the "Apply" button on the job advert page, complete the online application form, and submit your CV and cover letter as two different documents, which should be prepared before applying as they will be considered in the application process.

The cover letter should be no more than two pages long and explain why you are interested in this post and how your skills and experience make you a good fit.

The document should be saved in PDF in the following format: Your First Name-Your Last Name-Documents Name-Date (mmyy)-WarChildAlliance e.g., Pat-Jones-CV-0626-WarChildAlliance or Pat-Jones-CoverLetter-0626-WarChildAlliance.

Please note that all our clients recruiting in the UK are legally obliged to confirm that the appointee is eligible to work in the UK. As of 1 January 2021, government's new regulations will apply. For further information visit the Home Office website at <https://www.gov.uk/browse/visas-immigration/work-visas>.

TIMELINE

Closing Date: 3rd July 2026
First Stage Interviews: TBC
Final Interviews: TBC

SELECTION PROCESS

All candidates will receive an update regarding their application after the closing date. We advise candidates to add the Oxford HR Consultant email address (see below) to their safe senders list and regularly check their spam folder.

EQUALITY STATEMENT

Equality and diversity are at the core of the War Child Alliance's 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 email at pirungu@oxfordhr.com in the first instance.

ABOUT OXFORD HR

Oxford HR is a B Corp certified leadership consultancy. Having worked within a diverse range of institutions, from not-for-profits and charities to governments and corporate environments, we've seen the powerful impact that the perfect team can have. Finding innovative leaders can be a challenge; and yet their transition into leadership is vital to an organisation's mission and success.

We work across the globe to search for and support remarkable leaders and teams, improve their board effectiveness and support on a range of leadership functions.

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