



JOB ADVERTISEMENT:

POSITION: FUNDRAISING AND COMMUNICATIONS MANAGER

LOCATION: NAIROBI OR KAMPALA

We are seeking to appoint a Fundraising and Communications Manager, who shares the deep commitment of our organization and has a passion to support the education of refugees and communities affected by conflict and marginalisation. The candidate should be confident and demonstrate a high level of integrity.

The person in this position must demonstrate cultural competency and be committed to equity and social justice, treating everyone including donors, partners, volunteers, colleagues— with respect and dignity regardless of race, ethnic background, gender, sexual orientation, or socioeconomic background.

As the leader of our development efforts, the Fundraising & Communications Manager needs to be able to conceptualize, plan, and implement a programmatic approach to building relationships and securing philanthropic support for our mission.

As the Fundraising and Communications Manager, you'll be a very valuable member of our small, but dedicated team. Windle International is a dynamic and innovative organisation with a collaborative team that is committed to transforming the lives of refugees and communities affected by conflict and marginalisation by giving them educational opportunities.

Application process

Interested applicants should submit applications (a CV and cover letter explaining how you meet the role profile) by email only to: admin@windleinternational.org

Kindly include the job code FCM22 in the subject of your application.

All applications must be received by Thursday 22nd December 2022. Only shortlisted candidates will be contacted.

Interviews will take place on the week beginning 2nd January 2023. The actual date of the interview will be communicated to shortlisted candidates.

WI is a child-safe organisation and takes client and staff protection seriously. As such, all posts are subject to a safer recruitment process, including the disclosure of criminal records and vetting checks. We ensure that we have policies and procedures in place which promote safeguarding and a safe working environment.

Thank you for expressing interest to be part of our team

Job Description

Fundraising & Communications Manager (FCM) - JD

Summary of the Role

The Fundraising and Communications Manager (FCM) is expected to have expertise in humanitarian work fundraising, particularly for education of refugees and communities affected by conflict and marginalisation. The FCM will work with fundraising and communication teams based in the country offices that WI operates in.

The FCM's core business shall be income generation by bringing new funding to increase Windle's capacity to support the education and training as a tool to transforming the lives of the communities we serve who are among the most vulnerable people in the world.

Annual targets of new funding streams shall be set in consultation with the Executive Directors of our member countries and the CEO.

Job Description

Responsibility
1.0 Fundraising
1.1 Strategy
a) Lead in review, design, development and implementation of a prioritized practical fundraising strategy and business plans to significantly increase sustainable income streams across WI globally
b) Ensure that each stream of income defined in the fundraising strategy has a detailed work plan and the Fundraising & Communication Teams (FCT) are clear about their required work plans, targets and KPIs. The strategy is linked to the Country Strategic Plan Pillars.
c) Conduct a mapping exercise to define public and private donors' interest and priorities. This mapping should provide information on donor's thematic and geographical interests in Windle's areas of interest.
d) Map high net worth individuals and influencers and discuss potential collaboration including funding our interventions
e) Ensure the fundraising strategy matches with the communications and marketing strategy
f) Develop a resource mobilization strategy for Windle International.
g) Include legacies and memory giving in the FR strategy
1.2 Fundraising Management
a) Lead in planning & forecasting fundraising activities and management of annual fundraising calendars, events and budgets
b) Work with the FCTs to develop fundraising proposals to donors, fund-raising publications and communications materials.
1.3 Research & Database
a) Analyzing data from past fundraising strategies and approaches to identify trends and opportunities to improve performance in future efforts
b) Research, identify and secure new donors and funding opportunities that will lead to new funding to grow and diversify WI's income sources
c) Develop and maintain up-to-date and in-depth knowledge of our areas of focus to ensure we target the right donors
2.0 Communication & Marketing
2.1 Strategy
a) Lead in review, design, development and implementation of a high impact prioritized practical communication and marketing strategy to build WI's profile in Eastern Africa and globally
b) Ensure the communications and marketing strategy matches with the fundraising strategy.
2.2 Communication
a) Raise widespread awareness amongst the public about WI Impact in supporting education of refugees and communities affected by conflict and marginalisation

b) Work with country communication teams to drive frequent communications and outreach to constituents on WI activities, priorities, and developments
c) Maintain communication and build networks with potential and current donor organizations.
d) Tailor communications for audience specific fundraising and build support for the cause through targeted profile raising
e) Support effective internal and external communication on safeguarding, develop and implement a communication strategy for safeguarding at WI. This includes identifying the various audiences and messages as well as preparing awareness materials for appropriate channels.
2.3 Marketing
a) Lead in creation and delivery of integrated and transformational campaigns to increase WI's visibility, nationally, regionally and globally.
b) Content production across various channels, marketing materials, newsletters and bi-annual fundraising appeals with the aim of growing our database and increasing revenue
c) Promote the positive impact of projects being delivered/supported by WI
d) Use enhanced data management techniques and analytics to focus marketing efforts on highest impact and return on investment
e) Work with the country IT and communications teams for publication of a variety of digital content that is visually appealing and provides an overall rich experience for donors and visitors.
3.0 Monitoring and Evaluation
a) Monitor how the donors are responding, how different changes are angling for resources and what Windle can do to leverage
b) Monitor and evaluate the impact of our marketing, communications and fundraising methodologies to facilitate continuous improvement.
4. Leadership and Management to FCTs
a) Provide leadership to ensure effective linkages and cooperation between fundraising, communication, programmes to ensure that the organization is always presented in favorable light to existing/ potential donors and stakeholders
b) Ensure the fundraising teams are up to date and comply with fundraising, data protection (GDPR) and other relevant legislation, standards, and best practice
c) Ensure every member of the team has clear work plans, understands their objectives and works in a focused way.
d) Lead, inspire, train and motivate the Fundraising and communication team to deliver their objectives and develop their own skills and expertise in their roles, providing ongoing guidance and support for the team

Knowledge, Competencies, Experience and Qualification (*Essential*)

- o *Years of Experience:* At least five years in a senior fundraising, marketing or communications role with evidence of having brought in multi-year donor partnerships, particularly in the Humanitarian field
- o *Income Generation:* Proven experience and a successful track record securing grants from trusts, foundations, key institutional funders, legacies among others.
- o *Strategies:* Experience in designing, developing and delivering organisation-wide fundraising strategies and tactical plans with a proven track record of managing fundraising targets and having reached or exceeded them
- o *Leadership & Capacity Building:* proven experience of building colleagues' capacity on fundraising to respond to donor with tangible outcomes.
- o *Coordination:* Demonstrated ability to work remotely, effectively and efficiently with teams in different countries.
- o *Marketing:* A track record of leading, developing and delivering successful marketing and communication strategies for an organisation, which grew organisation profile, reach and engagement
- o *IT:* A good understanding and experience of working with databases, Microsoft Office, PowerPoint, websites and Knowledge /use of funder portals and software.
- o *Relationship Building:* proven experience of networking and building working partnerships with donors, NGOs and other stakeholders and representing your organisation on external platforms.

- *Proposal and Report Writing*: experience of producing high quality proposals and reports, delivering quantitative and qualitative information in both formal and informal styles. Understanding of Log frames and M&E frameworks.
- *Budgeting*: experience of producing budgets and reports for funders; experience of negotiating budgets, value for money, etc.
- *Monitoring*: Experience of establishing systems for monitoring and evaluating communications and fundraising and measuring long term impact
- *Education*: Bachelor's degree in Public Relations, Communications, Journalism, Marketing, business administration or related field required

Personal Attributes

- Demonstrable commitment to refugees and communities affected by conflict and marginalisation
- Confident, honest and dependable
- Proactive, self-motivated and innovative, capable of working on their own and as part of a team.
- A commitment to WI's mission and values, including the protection of children and survivors of human rights abuses.