



## READVERTISEMENT – HEAD OF FUND DEVELOPMENT & COMMUNICATIONS

SOS Children's Villages in Kenya is a member of SOS - Kinderdorf International, the largest private child welfare organization in the world. SOS Children's Villages in Kenya is a child-focused Non-Governmental Organization established in 1973 to provide care and support to children who have lost or are at risk of losing the care of their biological family.

The organization's vision is "No child should grow up alone" and its programmes are driven by the mission of "building families for children in need, helping them shape their own futures and sharing in the development of their communities". In this regard, the organization works to reduce poverty; increase access to quality education and decent work; reduce inequalities and build strong institutions as laid out in SDGs 1, 4,8,10 and 16.

This is done through programmes that are geared towards addressing the political, economic, health and social root causes that lead to high levels of child vulnerability and put families at risk of breaking down. The programmes focus on Alternative Care, Family Strengthening, Youth Empowerment, Education, Health Care and Advocacy.

**Job Summary:** Reporting to the **National Director**, the **Head of the Fund Development & Communications (FDC)** provides leadership and spearheads fundraising initiatives in the organization. S/he is responsible for the subsidy related financial self-sufficiency targets of the organization. S/he is expected to achieve growth in local income generated from corporates, individuals, trusts and philanthropic foundations. S/he is to develop/update a strategic vision for the Fund Development and Communications function and roll out a strategy for diversification of income to ensure a growing and diversified income to increase the financial self-sufficiency of the organization.

S/he will take the lead in making contact with potential corporate supporters, major donors, individual givers and funders. S/he will spot opportunities to engage, making full use of all our networks and experience as well as carry out rigorous monitoring and evaluation of activities to measure financial return on investment and the impact in relation to our strategic aims.

In addition to defining, implementing and fulfilling the medium-term FDC strategy reflected in the National Strategic Plan of the organization.

### **Key performance areas and main responsibilities:**

In collaboration with the leadership and staff of the organization, effectively manage the FDC department to increase funding and diversify sponsorship opportunities by providing strategic direction and management, which include the following areas:

- Corporate fundraising (campaigns/cause related marketing activities, donations in kind)
- Individual fundraising (sporadic and committed donations via direct mailing, online marketing, face to face, digital, telephonic, bequests)
- Digital Fundraising
- Local and International sponsorships
- Data Management and Analysis
- Retention and engagement of existing donors

## **Key responsibilities:**

### **1. Strategy Development, Implementation and Evaluation**

- Study market trends and adapt to drive funding growth
- Define, implement and fulfil the middle-term FDC strategy reflected in the National Strategic Plan and prioritise organisation wide efforts to implementation.
- Ensure the maintenance of the vision, objectives and values of the Member Association (MA).
- Conduct research and analyse trends to conceptualise and formulate innovative ideas and identify new opportunities for the fund development department.
- Periodically evaluate, review and recommend amendments to the fundraising strategy and plan
- Lead and direct the proactive fund development management and understanding of best practices and trends and provide insight and guidance to organization Leadership.
- Analyse and interpret impact on funding partners and provide strategic input into optimising the link between funding and programmes.
- Collaborate with teams across the organization to explore opportunities for income generation, building on each team's existing contacts and networks.
- Lead and direct the proactive fund development management and understanding of best practices and trends and provide insight and guidance to SOS Children's Villages in Kenya Leadership.
- Analyse and interpret impact on funding partners and provide strategic input into optimising the link between funding and programmes.
- Establish and manage a network of strategic partnerships and relationships with both internal and external stakeholders to ensure enduring business associations to assist in achieving strategic objectives
- Foster National capacity building in all areas of Fund Development and Communications.
- Initiate and cultivate contacts with corporates, major donors and trusts and foundations, based on an understanding of social networks and the dynamics of how they operate in various social and professional sectors.
- Ensure customization of the Fund Development, Communication and other related SOS KDI policies, standards and guidelines while ensuring they are relevant to the local situation to contribute to a sustainable funding portfolio for the organization
- Ensure compliance to established policies, guidelines/procedures and processes across the organization.
- Conduct research and analyse trends to conceptualise and formulate innovative ideas and identify new opportunities for the Fund Development Function.

### **2. Income Growth and Diversification**

- Grow existing local annual fundraising net income by a minimum of 5% annually. This will be by among others carrying out fundraising campaigns, donor servicing, donations in-kind, new pursuits to individual and corporate donors
- Recruit new donors both individual and corporate donors to raise additional local annual net income. This will be among others engaging corporates to give for specific causes/campaigns either in cash or donations in-kind and recruiting individuals for either sporadic and committed donations via direct mailing, online marketing, face to face, digital, telephonic, bequests
- Develop partnerships with grant making trusts/Foundation representatives and oversee the preparation of proposals and funding applications to meet funders' needs
- Service existing donors and retain at least 60% of existing cooperate and individual donors annually.

- Develop and implement a robust and evolutionary corporate fundraising programme – including relationship management for current supporters and a pipeline strategy for future work and corporate support.
- Develop special fundraising events and campaigns appealing and targeted to new, high-level supporters while having broader partnership potential
- Work in collaboration with Function Managers, Heads of Unit and other Managers across the organization, with a particular focus on packaging our 'products' for major donor, corporate and trust audiences.

### **3. Financial Management**

- Provide input into the annual budget through feasibility calculations.
- Manage actual versus forecasted budgets monthly.
- Analyse variances between income and expenses, and between targets and actuals monthly.
- Manage Fundraising targets and activities monthly.
- Compile and submit monthly FDC reports to the National Director and Quarterly to the Board Committee of FDC.

### **4. People Management and Development**

- Provide strong leadership and direction to FDC team and communicate vision and values to team.
- Set medium to long term goals and objectives for subordinates and actively monitor progress of the achievement of objectives.
- Develop and maintain a high-performance team, and regularly evaluate performance of subordinates to ensure functional objectives are met or exceeded according to established policies and objectives.
- Foster national capacity building in all areas of Fundraising.
- Assure stable employee relations by managing conflict and creating a positive working environment.
- Oversee workforce planning to ensure team is suitably staffed to meet objectives taking into account various internal and external factors.
- Oversee the implementation; drive and management of all people development initiatives to ensure team performance meet required standards.
- Ensure work ethics is of such a nature that employees continuously strive towards improving their own performance.
- Act as expert and provide sound advice and guidance to team members.
- Ensure professional recruitment, orientation, performance management and ongoing development of team members.
- Ensure that the company culture is maintained and employees live the values of the MA.
- Understand and apply legal obligations to behaviours and performance of self and others in the organization.
- Ensure compliance to all governance principles, minimum standards and relevant legislation.

### **Child Safeguarding**

The Head of Fund Development Manager shall ensure that Child Safeguarding/Child Protection Policy is mainstreamed in his/her activities in the implementation of Fund Development objectives in the Organization

Perform other duties and tasks, consistent with the skills and expertise, as required in non-routine circumstances.

### **Data Protection Policy**

At all times ensure that personal data of donors, sponsors, SOS Children's Villages Kenya beneficiaries and their families as well as co-workers is handled confidentially and in accordance with prevailing SOS-Kinderdorf International data protection laws.

### **Minimum Qualifications & Experience Required**

1. A **Bachelor's Degree** in Resources mobilization, Marketing, Sales, Business Admin, International Business Development.
2. **Master's Degree** would be an added advantage.
3. **10 years'** experience in Fundraising / Marketing / Sales
4. **5 years** managerial experience with core knowledge of various fundraising streams
5. Understanding NGO's programmes, operations, best practices and market trends.
6. Understanding of the Child and youth development principles (Acquire on the job).
7. Good understanding of Giving and Sponsorship.
8. Strong negotiation, communication and networking skills.
9. Good knowledge of Children's rights (Acquire on the job).
10. Good Knowledge of the sales and fundraising process.
11. Understanding of Quality Management principles.
12. Knowledge of business and financial practices.
13. Knowledge of relevant Kenyan legislation.

### **How to Apply**

If you believe your experience, competencies and qualifications match the job and role specifications described; send a **Cover Letter & updated CV in PDF** with details of 3 traceable referees one of which must be immediate former employer to [recruitment@soskenya.org](mailto:recruitment@soskenya.org) addressed to the Human Resources Manager to reach us on or before **27<sup>th</sup> August 2023 with the subject heading as 'Head of Fund Development & Communications'**

*Only shortlisted candidates will be contacted*

SOS Children's Villages holds strict child safeguarding principles and a zero-tolerance policy for conducts of sexual harassment, exploitation and abuse in the workplace and other places where the organization's activities are rendered. Parallel to technical competence, recruitment, selection and hiring decisions will give due emphasize to assessing candidates value congruence and thorough background checks, police clearance reference check processes.

SOS Children's Villages is an equal opportunity employer and its Recruitment Policy addresses itself to the core values of best practice, diversity and equality.