



WWF, the Global Conservation Organization, through its office in Kenya, is seeking to recruit key strategic role of Director, Business Development and Communications:

Under the supervision of the Chief Executive Officer, the Business Development and Communications Director will assist WWF Kenya office and the WWF Network grows in strength and influence by leading the development of a growth strategy and building the WWF Kenya brand and profile.

Among others, the key duties and responsibilities include:

- Leads the fundraising efforts on behalf of WWF Kenya including planning, managing and ensuring the delivery of an agreed fundraising strategy and budget.
- Directs, coordinates and leads the implementation of resource mobilization strategies of WWF Kenya with Government Aid Agencies/PSPs, foundations, corporations, High Net worth Individuals (HNWI) and other potential streams of income and monitors fundraising performance and growth.
- Works with other WWF Kenya Directors to develop and implement fundraising, communications and marketing strategy that leverages the unique strengths of WWF Kenya to achieve the ambitious fundraising targets while strengthening brand recognition in key markets and audiences.
- Develops relationships with fundraising directors of WWF National Organizations and WWF International to explore funding potential for WWF Kenya from donors outside of Kenya.
- Oversees the redevelopment of the WWF-Kenya website to encourage online engagement for campaigning, engagement and individual online donations
- Leads and provides technical support in developing and implementing effective internal and external public relations & communications strategies for communicating WWF Kenya conservation initiatives and enhancing corporate image, visibility and brand;

The prospective candidate should possess:

- A degree in management, business administration, communication, marketing, or other relevant field.
- Proven experience of successful fundraising across the priority donor segments, with a track record of raising significant gifts (6 figures) from government agencies, foundations, corporations or major donors.
- At least 8 years of experience in leading and managing teams.
- Proven success in developing and executing branding and communications strategies.

- Experience in developing and implementing online/digital strategies for engagement, campaigning and fundraising.
- Demonstrated leadership ability, including the ability to build a team of highly motivated and well qualified staff, and to foster the integration of diverse, multi-disciplinary actors into focused initiatives addressing clear targets.
- Strong strategic and analytical skills, including a talent for crystallizing key strategic options for discussion and decision.
- Superlative diplomatic and communication skills, including an ability to work and communicate effectively with a broad spectrum of individuals (individual donors, business leaders, public figures, WWF staff), within a broad range of cultural environments.
- A strong team player capable of integrating diverse activities within an evolving environment; must be comfortable with change and leading change within an organizational framework.

Interested candidates who meet the above requirements should email a cover letter and CV with '**Director, Business Development and Communications**' on the subject line to the POD Manager, WWF-Kenya - hresource@wwfkenya.org not later than 31, August 2016.

For a detailed Job description, kindly visit:

[http://wwf.panda.org/who we are/wwf offices/kenya/](http://wwf.panda.org/who_we_are/wwf_offices/kenya/)

Kindly note that only shortlisted persons will be contacted.

WWF is an equal opportunity employer and committed to having a diverse workforce.

JOB DESCRIPTION

Position title: Director, Business Development & Communications, WWF Kenya

Reports to: Chief Executive Officer, WWF Kenya

Supervises: Fundraising Managers, Communications
Manager & Program Funding and Contracts Manager

Grade:TBD

Date: July 2016

- I. Mission of the Department:** To help the WWF Kenya office and the WWF Network grow in strength and influence by leading the development of a growth strategy and building the WWF Kenya brand and profile.

Major Functions:

1. Lead the development and implementation of fundraising and communication strategies and plans for WWF-Kenya
2. Leads the fundraising efforts on behalf of WWF Kenya including planning, managing and ensuring the delivery of an agreed fundraising strategy and budget.
3. Manages and implements a fundraising action plan covering Public Sector Partners (PSPs), foundations, corporate, major donors and High Net-worth Individuals (HNWI). The Director leads the fundraising team in negotiating and ensuring that contractual obligations are met for prospective and existing donors, including managing donor relationships
4. Builds long term relationships with strategic partners to mobilize resources in line with strategies
5. Works with WWF Network to maximize funding for WWF-Kenya from donors outside of Kenya
6. Proactively manages WWF Kenya's corporate affairs and communications relating to conservation programs and initiatives.
7. Establishes and manages WWF Kenya's communication and brand development that supports organisational growth. The Director is responsible for running a strategic assessment of WWF Kenya's communications and brand status in Kenya and for developing a robust plan that includes allocating human and financial resources to increase WWF Kenya's influence and perception. . S/he will work closely with the Executive Director, Director Conservation, Director Finance & Operations and Director and People and Organization Development to ensure strong integration of communications and marketing within all functions
8. Ensure WWF Kenya builds and manages project portfolio in alignment with its strategic goals and objectives and according to contractual obligations; and builds donor confidence

Major Duties and Responsibilities

- Directs, coordinates and leads the implementation of resource mobilization strategies of WWF Kenya with Government Aid Agencies/PSPs, foundations, corporations, High Net Worth Individuals (HNWI) and other potential streams of income and monitors fundraising performance and growth.
- Works with other WWF Kenya Directors to develop and implement fundraising, communications and marketing strategy that leverages the unique strengths of WWF Kenya to achieve the ambitious fundraising targets while strengthening brand recognition in key markets and audiences.
- Takes Lead in building an institutional and up-to-date knowledge of donors, including regular donor mapping and explores all funding opportunities relevant to the needs of WWF Kenya

- Prioritizes, organizes and leads proposal development teams in conservation and fundraising teams to develop funding strategies for the various priority landscapes requiring funding within the country office and leads development of fundraising materials for institutional and other Donors. Supports the WWF Kenya teams to fund raise better by preparing briefings, advice on funding opportunities and tailored approaches for individual donor meetings and events
- Improves and maintains donor relations through robust and transparent compliance of requirements and improved financial management and reporting
- Develops relationships with fundraising directors of WWF National Organizations and WWF International to explore funding potential for WWF Kenya from donors outside of Kenya.
- Oversees the redevelopment of the WWF-Kenya website to encourage online engagement for campaigning, engagement and individual online donations
- Leads and provides technical support in developing and implementing effective internal and external public relations & communications strategies for communicating WWF Kenya conservation initiatives and enhancing corporate image, visibility and brand;
- Advises on the development of appropriate country and regional corporate engagements, in line with WWF policies and approach and in conjunction with global partnership team.
- Promotes the effective integration of communications and marketing messages and activities within WWF Kenya programmes and in line with the overall WWF Communications & Marketing strategy.
- Manages the fundraising and communications expenditure budgets
- Performs other duties as requested by the WWF Kenya Executive Director.

Profile

Required Qualifications and experience:

- An advanced degree in management, business administration, communication, marketing, or other relevant field.
- Proven experience of successful fundraising across the priority donor segments, with a track record of raising significant gifts (6 figures) from government agencies, foundations, corporations or major donors
- At least 8 years of leading and managing teams
- Proven success in developing and executing branding and communications strategies.
- Proven editorial judgement and thorough knowledge of on and off-line international media markets.
- Experience in developing and implementing online/digital strategies for engagement, campaigning and fundraising
- Knowledge and experience of the not-for-profit sector, preferably of environmental non-governmental organizations.
- Proven success in a multi-cultural international setting.

Required Skills and Competencies:

- Proven understanding of resource mobilisation and/or fundraising strategies in the priority areas
- Demonstrated leadership ability, including the ability to build a team of highly motivated and well qualified staff, and to foster the integration of diverse, multi-disciplinary actors into focused initiatives
- Strong strategic and analytical skills, including a talent for crystallizing key strategic options for discussion and decision.
- Superlative diplomatic and communication skills, including an ability to work and communicate effectively with a broad spectrum of individuals (individual donors, business leaders, public figures, WWF staff), within a broad range of cultural environments.
- A strong team player capable of integrating diverse activities within an evolving environment; must be comfortable with change and leading change within an organizational framework.
- Fully supportive of WWF's mission and global priorities.
- Must be committed to equal opportunity employment policies.

Working Relationships

Internal: WWF Kenya Chief Executive Officer, Director Conservation, Finance Manager, Operations Manager, People and Organization Development, Fundraising Managers, Communication Managers, Grants Manager, Programme Managers; Members of the Marketing Committee and Global Development Centre; Leaders or managers of Marketing & Communications and other senior personnel.

External: External partners, WWF Network, Government Ministries, Development Organizations, fundraising consultants and suppliers, media partners, communication and design agency staff, press.

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.

