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JOB DESCRIPTION

Position Title: Fundraising, Partnership and Communications Manager

Reports to: Country Director

Supervises: Partnership & Fundraising Officer,
Communications Officer

Location: Kampala, Uganda

Major Functions:

- Coordinate and monitor the implementation of the WWF-UCO Resource Mobilization Strategy to increase revenue generation and diversify sources of income through proactive engagement of international funding agencies and development partners, government and non-government funding agencies, foundations, international and local companies, private businesses, individuals and other innovative fundraising options
- Coordinate the development and implementation of the country communication strategy with the goal of increasing brand relevance and programme communications with the objective of creating opportunities for strategic partnership and resource mobilization.

Major Duties and Responsibilities:

- Provide oversight of the fundraising and marketing function and strategic guidance to the communications, partnership and external relations functions in line with WWF-UCO's strategic plan.
- Review, Develop and monitor the implementation of the Resource Mobilization Strategy to achieve sustainable income growth to meet WWF-UCO's revenue targets in line with the strategic plan and WWF fundraising guidelines.
- Provide leadership and guidance for strengthening and expansion of WWF-UCO's strategic partnerships and strategic corporate engagements to leverage existing potential funding opportunities.
- Periodically advise the senior management team and contribute to management decisions on all aspects of fundraising, partnerships and communications of WWF-UCO.
- Maintain a competent "fundraising, marketing, communications and partnerships team" through coaching and mentoring, mentoring, giving constructive feedback and holistic capacity development in line with the WWF Human Resources Management guidelines.

Effective Communication for Conservation Impact

- Works in close partnership with WWF Uganda Country Office SMT and programme

teams to develop and implement effective internal and external public relations & communications strategies for communicating WWF Uganda Country Office conservation initiatives and enhancing corporate image, visibility and brand;

- Participates in developing, orchestrating and implementing strategic outreach programmes and campaigns to positively shape the thinking and public policy outcomes on conservation issues;
- Develop country-wide communications & digital strategies to support WWF work in Uganda

Strategic Partnerships & Media Relations

- Provides leadership in building and strengthening the strategic partnerships and relationship with strategic partners, government ministries and departments, public and private sector coalitions, CSOs and other key stakeholders to shape and advance the WWF Uganda Country Office position on conservation and related important policy issues;
- Designs and implements crises and media handling strategies and builds strong media relations with the organization;
- Participates in developing and implementing Corporate Citizenship Programs and activities including an effective measurement and analysis approach for campaigns that will support prioritization of corporate citizenship activities and investments;

Management of Resources and Budgets

- Leads the fundraising team in designing fundraising information as part of the wider resource mobilization strategy;
- Works with finance team to develop a cost-effective budget, schedule and tracking system for all communication programmes;
- Ensures prudent management and safety of communication assets and resources;
- Perform any other duties as may be assigned by the Country Director.

Required Qualifications:

- A Master's degree in Business Administration, Marketing and Economics, Communications, Public Relations, Media Relations, or other related fields;
- Proven track record, and at least 10 years of experience (preferably in Uganda, in communications or PR);
- Understanding of the institutional and legal framework in Uganda, as it relates to fundraising, PR, media, communications issues;
- Experience of creating and implementing a fundraising strategy for new markets
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- Proven track record of generating significant gifts, preferably in the context of an international organization
- Experience and expertise in developing relationships with institutional donors, high net worth individuals or corporations.
- A good understanding of the realities of PR and communications for promoting conservation issues,
- An understanding of, and vocational interest in, environmental conservation, international development, not-for-profit sector and other related fields would be preferred;
- Excellent English and with knowledge of other local languages an added asset

Required Skills and Competencies:

- High ethical standards of behavior, good judgment, respect for others, confidentiality and attention to detail.
- Excellent Organizational, planning and writing and oral presentation skills
- Excellent ICT skills, demonstrable numerical and budgetary skills, including preparing fundraising budgets and proficient use of excel and spreadsheets
- Strong interpersonal and communication skills in a multicultural environment
- Thoroughness and attention to detail and strong analytical skills
- Energetic, proactive and capable of working independently as well as being an active member of a team.
- Flexible and creative with an aptitude for solving problems; positive attitude

Supervisory Responsibilities

The Fundraising, Partnership and Communications Manager is responsible for the day-to-day supervision and management of all WWF Uganda staff in the Department. He/she will involve himself/herself as appropriate in the subsequent hiring, development, and evaluation of all WWF Uganda staff in the Department.

Working Relationships:

Internal: Interacts with the Country Director and other Senior Management Staff, the Uganda Support Group, Partnerships and Communications teams, Programme teams, WWF ROA, WWF International and WWF network and donor offices; works closely with international support staff in fundraising, in particular Global Development Centre, Corporate Partnerships team, Fundraising Group, WWF International Development team

External: Interacts with organisation stakeholders, partners and donors locally, regionally and internationally.

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.

Prepared byDate.....

Approved byDate

Accepted by Staff MemberDate.....