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JOB DESCRIPTION

Position title:	Fundraising and Communications Manager, WWF-Zambia
Reports to:	Country Director, WWF Zambia
Supervises:	None
Location:	Lusaka, Zambia

I. Mission of the Department:

To ensure a healthy funding pipeline for WWF Zambia that has a diverse mix of sources of income as well as relevant and accurate communications to the Zambian society on conservation issues and in places that are key for WWF Zambia's conservation priorities, in support of WWF Zambia's Conservation Strategy.

II. Major Functions:

- Develop and implement an integrated communication and resource mobilisation strategy to grow income from within Zambia and maximise sources of income from WWF network offices and their external donors.
- To ensure that the WWF Zambia Country Office produces communication products and undertakes communication initiatives on its Conservation Programme that are of the very highest quality and relevance to Zambia's society and to the implementation of its Conservation Strategy, in line with that of WWF ROA and WWF International overall Communications Strategy.

III. Major Duties and Responsibilities

Fundraising

- Develop and implement a **fundraising strategy** to grow income from within Zambia based on research and knowledge of the most appropriate sources of income for the region
- Explore the partnership potential of **strategic corporate engagements**, working closely with the international corporate partnerships team to ensure corporate alliances are strategic as well as philanthropically aligned
- Build **public sector partnerships** with bilateral and multilateral agency offices and other agencies in Zambia, working with the relevant WWF offices who manage the parent relationships
- Develop and implement a strategy to **grow income from major donors, including high net worth individuals and foundations** from Zambia.
- Work closely with WWF network offices to identify **potential donors (corporate, individual and foundation) from outside Zambia** with an interest in Zambia and

Zambia's conservation programmes.

- Prepare high quality proposals and reports for prospective donors such approaches, in conjunction with the relevant WWF fundraising offices who manage the donor relationships; and work closely with conservation teams to ensure programme delivery and strong information flows
- Set **fundraising targets** in conjunction with the WWF Zambia Senior Management Team, monitor and manage performance on a quarterly and annual basis and report as required to the Country Director.

Communications

- Develops and implements a Communications Strategy of the greatest relevance to and in support of the Conservation Strategy for WWF Zambia Country Office;
- Produces communications and disseminates information in appropriate media, as appropriate for different target audiences, that clearly explain WWF Zambia role in conservation and its relevance to Zambia society;
- Promotes the WWF brand and improves its image;
- Establishes and maintains good working relations with the media;
- Maintains an updated Panda.org website;
- Ensures effective knowledge and information management, and ensures that these are available to WWF Zambia staff;
- Establishes and maintains a library and a communications data base;
- Organises events;
- Works closely with, and seeks support from, the Country Director, Heads of Departments and their teams, WWF ROA, WWF International, and other WWF offices as appropriate to undertake the above tasks most effectively;
- Performs other duties as requested by the Country Director.

IV. Profile

Required Functional Skills:

- University degree in Business Management; Communications, Public Relations, Media Relations, or other related fields;
- Proven track record, and at least 8 years of experience (preferably in Zambia , in communications or PR;
- Understanding of the institutional and legal framework in Zambia , as it relates to fundraising, PR, media, communications issues;
- Experience of creating and implementing a fundraising strategy for new markets
- Proven track record of generating significant gifts, preferably in the context of an international organisation
- 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;
- Excellent IT and multi-media skills;
- 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

- Excellent Communication and interpersonal skills;
- Strong diplomatic skills with sensitivity to political and cultural issues.
- High ethical standards of behavior, good judgment, respect for others, confidentiality and attention to detail.
- Excellent organisational, analytical and research skills;
- Innovative, creative and willing to learn;
- Passionate about biodiversity conservation;
- Excellent writing and oral presentation skills in English and other required language(s) – see below.
- Demonstrable numerical and budgetary skills, including preparing fundraising budgets and proficient use of excel and spreadsheets
- Strong interpersonal and communicating 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 the team.
- Flexible and creative with an aptitude for solving problems; positive attitude.
- Adheres to WWF's values, which are: *Passionate & Optimistic, Challenging & Inspiring, Credible & Accountable, Persevering & Delivering Results.*

V. Supervisory Responsibilities

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

VI. Working Relationships

Internal: Interacts with the WWF Zambia) Country Director, Heads of Department and staff on a daily basis, and as required coordinates and interacts with the Regional Programmes, species teams, and WWF ROA, WWF International, and other WWF Network staff.

External: Interacts with national governmental institutions, non-governmental organisations, academic institutions, the media, donors, specialists / consultants, and other stakeholders, in collaboration with the WWF Zambia Country Director.

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.