

**Job Title:** Head of Communications and Development (HCD)

**Reporting to:** Executive Director

**Main Purpose of the Job:**

The head of Communications and Development will provide leadership and strategic vision to the Society's communications, public relations, membership and fundraising activities. The HCD will develop and oversee the implementation of a communications and development strategy, aimed at supporting organizational goals, strengthening its membership relations and boosting its fundraising efforts.

Working closely as part of a four-member senior management team, led by the Executive Director, the HCD will build, lead and manage an effective and creative membership and communications team. This team will be responsible for closely liaising with and growing the Society's membership, and communicating to the general public, government and other local and international stakeholders about the work of the Society.

Specifically the HCD is responsible for advancing both organizational communications and fundraising goals in service of the Society's mission through the following:

- (a) Strategically increasing the visibility and strengthening the profile of the Society across the Kenyan and international arena through multiple channels;
- (b) Growing and diversifying the Society's membership in a strategic manner, while also strengthening the provision of a range of popular value-add membership services and benefits; and
- (c) Working closely with the Executive Director and the Senior Management Team to ensure that the Society works and delivers impact in a manner that enables it to communicate its work in a strikingly relevant, rich and captivating manner.
- (d) Widening the opportunity to secure funds through a broader approach to fundraising, including targeting grant-making trusts and foundations.

**Main Duties and Responsibilities:**

*Purpose (a): Growing the Society's popular membership base and Strengthening membership Relations leading to an expanding, increasingly diversified and more actively engaged membership:*

- Lead in the development of a membership plan as part of a new Communications and Development Strategy, which seeks to diversify, engage and expand the Society's membership base, particularly amongst Kenyans and also internationally.
- Strengthen the Society's corporate membership program, identifying ways to increasingly and strategically engage with and expand this important membership base.
- Enhance and deepen the Society's relationship with its members through developing popular membership services, benefits and opportunities to participate in activities.
- Oversee the development of the Society's membership administrative support systems, and ensure the membership department's plans and activities are aligned with broader organizational communications and development goals and activities.

*Purpose (b): Transforming the Society's public visibility and profile by building on and substantially enhancing its existing communications such that the Kenyan public, the government, the Society's partners and the international community are impressed, inspired and enrolled in the Society's work and mission:*

- Lead the development of a strategic communications plan, with the aim of advancing the Society's operational and fundraising goals.
- Establish a well coordinated communications unit with the capacity and resources to develop, implement and monitor annual communications work plans, including instituting the development of a business-orientated approach in the operation of the unit.
- Lead on crafting targeted and compelling messages and stories for strategically key audiences using various communications channels.
- Oversee, develop and manage the EAWLS brand, working closely with the Senior Management Team to refine the Societies image and identity and create a consistent and powerful public persona that reflects the Society's mission and values.
- Cultivate and manage relationships with local and international media outlets to ensure steady and consistent coverage of the Society and its collaborative programs.
- Oversee the content and design of all major communications products, including annual reports, newsletters, and brochures.
- Chair the Swara Editorial Board and liaise with the Editor in supporting SWARA magazine, as the leading popular conservation magazine in East Africa;
- Oversee, develop and manage all digital media for the Society, including its website and a strategy for social media engagement.

*Purpose (c): Diversifying and enhancing the Society's fundraising through strengthening both the membership base and communication services to generate improved revenue flows, and by supporting the senior management team and board in their fundraising responsibilities:*

- Develop and implement a corporate fundraising plan and targets, including clear roles and responsibilities, in close coordination with the Senior Management Team.
- Ensure that there is an adequate and prioritized investment budget for implementing fundraising activities.
- Ensure that the membership and communications plans are designed and implemented to enhance and deliver on the corporate fundraising plan.
- Provide support to programmatic fundraising needs by liaising closely with the Director of Programmes.
- Support the Board's fundraising work in close coordination with the Executive Director.
- With the Senior Management Team, coordinate outreach to research current and prospective trusts and foundations to identify funding potential, and establish programme fit and most effective method of engagement with identified trusts and foundations, including maintaining a centralized and coordinated trust and foundation databases.
- Facilitate an endowment fund with sufficient income to cover the production costs of Swara and the implementation of EAWLS advocacy work.

## **Other Duties**

Support the Executive Director in his/her role as may be required by carrying out any other reasonable duties consistent with the aims and objectives of the position.

## **Qualifications, Knowledge and Experience**

- BSc and/or MSc in a relevant field from a reputable University
- Minimum 10 years experience nationally and internationally, covering as much as possible the duties and responsibilities outlined above
- Experience in developing and transforming the visibility of an organization.
- Excellent written and oral communication skills, including proposal writing, report writing and delivering presentations
- Experience in all aspects of fundraising, from developing and managing strategies, plans and budgets to developing and implementing administrative systems
- A good understanding of conservation/ environmental issues
- Strong interpersonal and networking skills
- Ability to convey the Society's work with confidence and credibility
- Being strategic and creative, being results-driven, and having positive personal and organisational relationships and being a team player able to lead as well as support others

## **Instructions for applying**

Applicants should submit a resume, cover letter, and a statement that outlines their vision and how they will work with EAWLS so that it becomes a voice of conservation in management and sustainability of East Africa's Natural Resources through implementation of a communications and development strategy. Screening of applications will begin 25 February 2015, but the position will remain open until filled. The screening will include a short listing and interview process.

Proposed start date: April 1, 2015

This is a two-year renewable term appointment subject to satisfactory performance each term. Email applications should be submitted to the following Email- address by 24 February 2015.

[info@eawildlife.org](mailto:info@eawildlife.org).