

Job title: Fundraising Manager
Place of Work: Nairobi head office and outside as required
Reporting to: Executive Director

Job Description

The Fundraising Manager will lead and coordinate Nature Kenya's staff efforts towards synergies for project development. These staff include the Executive Director, Species and Sites Manager, Policy and Advocacy Manager, Local Empowerment Manager, Programmes Support Manager, Membership Manager, Finance Manager and others. The position holder will raise funds to help maintain and grow the organization's annual cash flow. Funding is expected to come from approved sources, in particular, climate-related sources financing reduced emissions and mitigation to climate change and, where appropriate, enhanced adaptation and resilience to climate change and compensation for damage. The fundraising manager will be expected to get at least one project developed to a conclusion by the end of 2023. He/she will initiate the development of a portfolio of three additional projects at sites where Nature Kenya is present, carry out feasibility assessments across the 25 sites where Nature Kenya has site support groups and make recommendations and funding action plans for each site, maintain a database of potential carbon project partners and prioritise those who Nature Kenya will engage with as a start.

Measure of success

Level of relevant donor funding (in US\$ or Ksh) raised from a diversified pool of donors for multi-year programmes of work to allow claiming of organisational costs and ensure that each donor funded programme is an asset to the financial health of Nature Kenya.

Roles

To achieve this, the position holder will have specific responsibilities listed below:

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A. Reporting

1. Report to the Executive Director;
2. Work closely with programme managers and other staff in Nairobi and the field.

B. Strategy and Planning

1. Develop a fundraising strategy and action plan;
2. Develop funders database;
3. Develop project catalogues and match them with appropriate donors;
4. Promote Nature Kenya's work to prospective donors;
5. Develop/initiate donor relations and partnerships leading to invites to submit proposals/projects;
6. Be responsible for fundraising information to advance plans and ensure prospect and donor records are accurate, incorporating any changes, updated plans, and colleague information, as well as adding new relationships in line with data protection and team procedures.

C. Institutional Donor Project Development

1. Be responsible for cultivating a portfolio of prospects and donors through a range of engagements in collaboration with the Executive Director and appropriate Nature Kenya staff to gain their financial support;
2. Develop and maintain strong and positive relationships with prospective/assigned donors;
3. Work with the Executive Director and relevant programme managers to analyze funding needs, identify potential funding sources and refine project scope;
4. Steer successful fundraising bids and prospective funding requests by developing project logics, proposals, work plans, monitoring plans and delivery approaches in line with agreements with the Executive Director and priorities set in donor calls and funding guidelines;
5. Be responsible for building effective relationships within Nature Kenya and externally to enhance its reputation and secure funding. This includes understanding donors.

D. Foundations

1. Establish a database of local, regional and global foundations;
2. Profile and prioritise foundations and develop access plans;
3. Reach out to foundations and liaise with conservation staff to develop and submit funding proposals;
4. Write fundraising proposals and submit them to prospective donor foundations, ensuring that staff and operating costs are consistently incorporated into the funding proposals.

E. Corporates

1. Be responsible for cultivating a portfolio of company and corporate prospects through face-to-face meetings and pitches to win over businesses to support Nature Kenya projects financially or in kind;
2. Liaise with colleagues, as appropriate, to prepare professional proposals for use in corporate pitches that seek to win over new business partners or existing ones;
3. Be responsible for the account management of corporate relationships that deliver increased support over agreed periods by monitoring activity against deliverables;

4. Manage fundraising information to advance solicitation plans by keeping all information and procedures related to donors up to date;
5. Work with colleagues in relevant departments to plan cross-cutting donor relationships and solicitation strategies to achieve the best outcome for Nature Kenya;
6. Liaise with colleagues to generate reports and performance data of corporate relationships managed to improve and inform strategy;
7. Work closely with the membership/events team towards successful High Net Worth events by contributing and participating actively in those events;
8. Be responsible for building effective internal and external relationships that will enhance Nature Kenya's reputation and ultimately secure funding, with the understanding of the donors' wishes and aspirations linked to approved priority projects;
9. Use good judgement when working with high-value donors and recognise potentially sensitive areas between prospects and Nature Kenya to ensure reputations and values are maintained. This problem-solving may involve gaining the support of more senior colleagues to provide information to inform judgement and feedback on the Nature Kenya position;
10. Create a database of corporates in the Kenyan corporate ecosystem;
11. Classify corporates according to the environmental footprint: Green, Amber, and Red;
12. Identify and profile corporates relevant to the Nature Kenya work;
13. Develop and implement corporate access strategies;
14. Link raw materials used and waste produced by corporates to nature;
15. Identify individual corporate change makers/champions;
16. Develop tailor-made corporate pitches and deliver them;
17. Develop corporate action plans and follow them through;
18. Write fundraising proposals and submit them to prospective corporate/private sector donors, ensuring that staff and operating costs are consistently incorporated into the proposals.

F. Philanthropy/Individuals

1. Develop fundraising action plans for individuals;
2. Research and profile donor outcomes based on Nature Kenya site work;
3. Identify and profile individuals to be approached;
4. Develop tailor-made access plans for profiled individuals, develop pitches and organise meetings to deliver the pitches to the targeted individuals;
5. Follow up and implement tailor-made fundraising action plans for individuals;
6. Innovate and implement approaches for winning individuals to fund Nature Kenya;
7. Implement solicitation strategies based on collaborative work to secure financial support through direct solicitation, preparing a written proposal, or working with others to solicit;
8. Work with colleagues in relevant departments to plan cross-cutting donor relationships and solicitation strategies to achieve the best outcome for Nature Kenya;
9. Contribute to and assist in developing funding proposals for approved priority projects that will inspire potential donors to secure gifts;
10. Work closely with the membership/events team towards successful donor events and to contribute and participate actively in those events to build relationships with donors and prospects for future income.

G. Management and reporting

1. Support the Executive Director to ensure effective and efficient implementation of Nature Kenya's strategic plan, projects and programmes.

H. General

1. Strive for personal and professional development by updating your knowledge and skills and taking part in appropriate conservation-related activities outside the workplace;
2. Maintain a safe, clean, organised and efficient personal work space and common areas;
3. Undertake any other task assigned by the Executive Director.