

Job title: Unrestricted Fundraising Officer
Place of Work: Nairobi head office and outside as required
Responsible to: Executive Director

Position Summary

The Unrestricted Fundraising Officer will raise funds for Nature Kenya to support its conservation work. The officer will develop and implement unrestricted funding programs, recruit individual and corporate donors and attract support through marketing and promotional activities. He/she will inspire new supporters to fund Nature Kenya work, while maintaining and developing relationships with existing supporters.

To achieve this, you will have specific responsibilities:

A. Reporting

1. Report to the Executive Director;
2. Work closely with the membership manager and conservation staff in Nairobi and the field;
3. Contribute to the timely preparation of annual work plans, reports and budgets.

B. General Fundraising

1. Develop fundraising strategies and action plans;
2. Develop a database for unrestricted funders;
3. Develop project catalogues and match them to appropriate donors;
4. Oversee donor development communication plans and fundraising activities, such as special appeals, through a variety of media, including direct mail, telemarketing, email and social media;
5. Keep up-to-date with giving techniques and strategies to increase or maintain donations from multiple donors;
6. Plan and manage the design, content, and production of all marketing materials;
7. Write corporate fundraising proposals and submit to prospective private sector donors;
8. Create opportunities to market Nature Kenya's activities and projects to potential supporters and donors;
9. Assess areas where corporate donor support is potentially needed and match to appropriate corporates;
10. Ensure that staff and operating costs are consistently incorporated into funding proposals;
11. Support the Marketing Committee as appropriate to tap ideas and support for enhanced society marketing.

C. Philanthropy/Individuals

1. Recruit, support and mobilise funding from High Net Worth individuals;
2. Develop fundraising action plans targeted at individual donors;
3. Research and profile donor outcomes based on Nature Kenya site work;
4. Identify and profile individuals to be approached as donors;

5. Develop tailor-made access plans for profiled individuals, develop pitches, organise meetings to deliver the pitches to targeted individuals;
6. Follow up and implement individualised fundraising action plans;
7. Innovate and implement approaches for winning individuals to fund Nature Kenya;
8. Implement solicitation strategies based on collaborative work to secure financial support through direct solicitation, preparing a written proposal, or working with others to solicit;
9. Work with colleagues in relevant departments to plan cross-cutting donor relationships and solicitation strategies to achieve the best outcome for Nature Kenya;
10. Contribute to and assist in developing funding proposals for approved priority projects that will inspire potential donors to secure gifts;
11. 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.

D. 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.

E. 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. Coordinate reporting to foundations.

F. Events

1. Liaise with the membership team to organise fundraising events, for example the charity golf tournament, sports, talks, walks, exhibitions etc.

G. Appeals

1. Identify issues suitable for appeals;
2. Develop the appeals;
3. Launch the appeals, follow up and report back if needed.

H. Merchandise

1. Develop and promote merchandise, including nature-based products like honey, baskets, curios and others;
2. Develop and promote an online shop for these products;
3. Identify and promote/market nature-based publications, equipment, wears and others.

I. Management and reporting

1. Support the Executive Director to ensure effective and efficient implementation of Nature Kenya's strategic plan, projects and programmes, and that donor requirements of reporting and accounting are met;
2. Assist in producing workplans, budgets and quality reports to donor requirements.

J. 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.