

## **Terms of Reference for Conservation Promotion Officer**

**Title:** Conservation Promotion Officer

**Probationary Period:** 3 months

**Place of Work:** Nairobi and outside as required

**Responsible to:** Executive Director through Membership and Communications Manager

### **Work relationships**

- Species and Sites Manager
- Local Action Manager
- Policy and Advocacy Manager
- Programmes Support Manager
- Membership and Communications Manager
- Membership Marketing Officer

### **Duties**

The Conservation Promotion Officer (CPO) is one of a team of conservation promoters working to raise funding from the private sector to implement conservation-related activities, including but not limited to species recovery, site protection and restoration, local livelihoods, local empowerment, policy and advocacy and species and site monitoring.

You will liaise with the respective conservation team leads to prioritise fundraising activities, develop concepts and market these concepts to private businesses in Nairobi and within Kenya.

You will establish a portfolio of sponsor accounts and maintain these accounts, leading to a steady flow of funding from businesses to sites where species and site actions and local empowerment will take place, led by the respective conservation programme team members. Your work is solely to mobilize partnerships resulting in funding for conservation.

### **Approach**

It is expected that reaching out to businesses will be through physical, online, letters and other forms of communication that are tested to be efficient enough to achieve successful partnership building. The businesses are based in Kenya but may also be based in another country.

### **Evaluation Criteria**

- Number of concepts written and pitched to businesses
- Number of corporates that commit to supporting Nature Kenya
- Level of funding from corporates flowing to deliver Nature Kenya conservation activities
- Quality of database for potential corporates, including their dependencies on nature (raw materials, wastes, communications, fiscal capital, assets (land) and others
- Ability to work as part of a team, delivering results through people
- Level of sustainability of the position through own fundraising

The specific duties include:

#### **A. Reporting**

- Report to the Executive Director
- Work closely with the conservation team members, including species and sites, policy and advocacy, local Action and membership staff.

**B. Building Relationships and Maintaining a Database of Existing and Potential Prospects**

- Create opportunities to market Nature Kenya's conservation activities and projects to potential private sector businesses and high net worth individuals
- Partition potential companies and develop an engagement plan for each potential supporter
- Develop profiles of each target business by their dependencies on nature
- Write up corporate fundraising proposals and submit to prospective private sector donors
- Develop pitches and pitch to key corporate and individual targets
- Promote Nature Kenya corporate membership as a precursor to working with Nature Kenya
- Promote Nature Kenya fundraising events to private businesses and seek their financial support
- Develop and actualize fundraising appeals
- Ensure that staff and operating costs are consistently incorporated into funding proposals
- Plan and manage the design, content, and production of marketing materials
- Maintain a database of potential prospects for various actions
- Research and maintain a robust pipeline of potential prospects
- Write reports and submit to donors as per their sponsorship requirements

**C. Event Organising**

- Organise promotional events involving Nature Kenya sponsors
- Source for sponsors of key Nature Kenya events, including but not limited to the Golf Tournament.
- Fundraise for the Kenya Birding magazine adverts (and when relevant, the UK-Bird Fair) as tools for raising conservation awareness for corporate-funded actions
- Represent Nature Kenya at internal and external events as needed/delegated
- Actively participate in Nature Kenya events

**D. Media Liaison for Marketing**

- Ensure partners receive publicity for their support by pushing for initiatives to be covered by the media
- Assist in developing and coordinating multimedia campaigns—letters, brochures, video, point-of-purchase displays—for different purposes
- Communicate regularly with conservation staff and volunteers, providing input on how marketing communications can enhance the effectiveness of conservation objectives

**E. Sustainability**

- Ensure the sustainability of marketing initiatives
- Ensure the sustainability of the Conservation Promotion Officer position

**F. General**

- Strive for personal and professional development by updating your knowledge and skills, and taking part in appropriate conservation-related activities outside the workplace
- Maintain a safe, clean, organised and efficient personal work space and common areas
- Any other reasonable duties as specified by the Executive Director.