

Terms of Reference for Membership Marketing Officer

Title: Membership Marketing Officer

Probationary Period: 3 months

Place of Work: Nairobi and outside as required

Responsible to: Executive Director through Membership and Communications Manager

Duties

The Membership Marketing Officer (MMO) is key in Nature Kenya's revenue growth and will maximize income from corporates as members, as sponsors and as donors. Will also build partnerships with high-net-worth Individuals enthused to join Nature Kenya membership, donate to Nature Kenya or provide general support to Nature Kenya's conservation and fundraising efforts. Nature Kenya publications and merchandise are a critical source of income and are marketed to a diversified, relevant target audience. You will promote Nature Kenya to the public through social media, events and other channels.

Evaluation criteria

- Number of corporate members
- Number of High-Net-Worth Individuals
- Amount of unrestricted donations/sponsorship
- The level of success of the Golf Tournament and other fundraising events
- Level of advertisement in Kenya Birding, Nature Net and others
- Amount of unrestricted funding sourced from corporates
- Level of corporate support for Nature Kenya publications
- Level of corporate conservation financing for Nature Kenya actions
- Ability to work as part of a team, delivering results through people

The specific duties include:

A. Reporting

- Report to the Executive Director through the Membership and Communications Manager
- Support the Membership and Communications Manager in marketing, planning and reporting marketing activities
- Work closely with the conservation team members, including species and sites, policy and advocacy, local Action and membership staff.
- Contribute to the timely preparation of annual work plans and budgets

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

- Create opportunities to market Nature Kenya's activities and projects to potential supporters and donors
- Write up corporate fundraising proposals and submit to prospective private sector donors
- Approach, write proposals and seek unrestricted funding from corporates
- Approach and recruit corporates as members
- Research and recruit high-net-worth individuals
- Mobilise advertisement through Kenya Birding and Nature Net and other publications
- Market Nature Kenya publications and merchandise
- Develop pitches and pitch to key corporate and individual targets
- Promote Nature Kenya individual membership through social media
- Organise the Golf Tournament, liaise with the Karen Golf Club, seek supporters, promote the event and organise logistics, seeking support from Nature Kenya staff and club members.

- Develop and actualise 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 segments that includes corporate membership, corporate sponsorships, Adverts for Nature Kenya publications and High net worth Individuals
- Research and maintain a robust pipeline of potential prospects for corporate support and high-net-worth individual support.

C. Event Organising

- 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 unrestricted surplus income for the Society
- For events, provide coordination/organisation for members, organising committee(s), fundraising/sponsorship, publicity, budgeting and event supervision
- Represent Nature Kenya at internal and external events as needed/delegated

D. Promote Nature Kenya Sales to Other Outlets

- Establish contacts with tourist shops where nature Kenya Items can be stocked
- Look for opportunities for recruitment drives at events
- Improve sales of Nature Kenya items, including the design of new items.

E. 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

F. Sustainability

- Ensure the sustainability of marketing initiatives
- Ensure the sustainability of the Marketing officer position

G. 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