

SHAWCO Fundraising Manager

SHAWCO is a student volunteer, non-profit community outreach organisation, independent from, but based at the University of Cape Town.

SHAWCO's mission is to practice and promote responsible citizenship in the South African context through Health, Education and Social Entrepreneurship initiatives. We create a supportive space for experiential learning and teaching, addressing inequality through innovative and sustainable approaches to community engagement.

SHAWCO is seeking to appoint a specialist in Fundraising, Marketing and PR Management. The successful candidate will lead and execute all fundraising events and activities for SHAWCO and assist the Director in increasing community and public awareness on SHAWCO work and operations.

This is a 12 month fixed term contract position.

Requirements:

- Relevant Degree in marketing, public relations or communications
- Excellent verbal and written communication skills
- Excellent relationship building skills
- Strong interpersonal skills
- Ability to work with minimal day to day direction
- Good organizational skills
- Proficient computer skills: Word, Excel, PowerPoint and Social Media (Facebook, Twitter, LinkedIn, Instagram, Constant Contact)
- A proven track record in growing revenues
- Previous experience in fundraising/development, preferably in Health and Education
- A valid code 8 drivers licence

The following will be advantageous:

- Previous experience in an NGO environment

Responsibilities:

1. Direct all fundraising events, including:
 - Solicit sponsorships, donations
 - Recruit and train volunteers for events
 - Maintain a database of donations and contacts
 - Communicate with individual donors and acknowledge receipt of donations
 - Liaise with the finance department for projects and organisational budgets
 - Develop marketing strategy and plan for fundraising events
2. Lead all PR and marketing activities including:
 - Manage and develop relationships with current and potential donors
 - Solicit sponsorships, donations, corporate matching gifts and charitable bequests
 - Identify new foundations, corporations and opportunities to cultivate prospective donors
 - Maintain an accurate and complete donor and prospective donor database
 - Track progress of pending and secured donations
 - Write funding proposals
 - Compile and submit donor reports timeously.
 - Assist Executive Director with identifying new grant opportunities
 - Represent SHAWCO on relevant forums when needed
 - Develop fundraising and marketing presentations and videos

3. Develop and implement grassroots marketing to increase awareness, including:
 - Develop annual marketing plan
 - Write news releases and assist with the quarterly newsletter
 - Build and maintain media/marketing database
 - Increase social media presence
 - Co-ordinate and produce SHAWCO annual reports
 - Assist with quarterly online newsletter

Additional requirements:

- Must be willing to work occasional week-ends / public holidays

SHAWCO reserves the right to extend the closing date as well as the right not to appoint.