



HUMAN RESOURCES DIRECTORATE

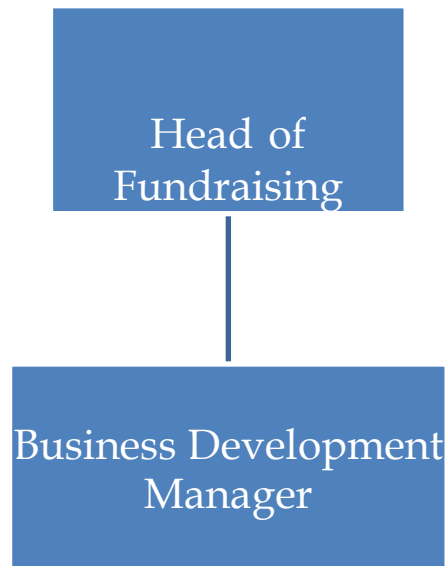
JOB DESCRIPTION

1	IDENTIFICATION	
1.1	JOB TITLE	Business Development Manager
1.2	GRADE/JOB GROUP	D2
1.3	DIRECTORATE/UNIT	Fundraising
1.4	PHYSICAL LOCATION	South Africa

2 MAIN PURPOSE OF JOB

The Fundraising Manager will lead in the development of a multi-channel integrated approach to public and private giving with the support of Amref HQ fundraising team. He/she will also lead in establishing key relationships in corporate and institutional fundraising.

REPORTING RELATIONSHIPS





SCOPE OF JOB

4.1. PERSONNEL

PERSONNEL REPORTING TO THE JOB HOLDER	REPORTING INDIRECTLY OR THROUGH
To be determined	

4.2 OTHER RESOURCES

- Corporate/institutional donor database
- Laptop
- Printer

5 PRINCIPAL RESPONSIBILITIES

KEY AREA	ACTIVITY	EXTENT OF DISCRETION
Strategic Planning	Establish the SA fundraising function and ensure that systems of operation are in place	In consultation with the director and in line with the transitional BP
	Develop and review a fundraising strategy to significantly increase income across a range of funding streams, with a focus on raising income from individual and corporate supporters	
	Monitor all activities against targets and key performance indicators.	
	Produce annual and long-term income and expenditure budgets and monitor results against them, advising management of any significant deviations.	
	Provide regular reporting on the progress of fundraising plan and budget.	
	Identify and develop opportunities to increase income and improve cost efficiency on an on-going basis,	



KEY AREA	ACTIVITY	EXTENT OF DISCRETION
	including sourcing in-kind support to decrease expenses.	
	Develop a communication plan to outline key needs and potential opportunities to increase brand awareness in Southern Africa (starting with South Africa.)	
Partnerships Relationship Management and representation	Act as corporate spokesman/woman for Amref in fundraising matters in SA	
	Develop and maintain working partnerships with like corporates/other institutions and other health development stakeholders in SA	
	Advocate for evidence based poverty-alleviation policies and practices using Amref evidence	
	Keep abreast of the state of art and latest thinking in area of fundraising and provide direction in fundraising across the SA hub.	
	Representation of Amref Health Africa at important regional forums (when called upon) and enhancing the organization's image and visibility;	
Staff Management & Capacity Building	Communicate key strategic, organizational and external issues affecting Amref Health Africa in South Africa and its fundraising activities.	
	Contribute to the strategic and operational direction and management of Amref Health Africa in South Africa.	
	Develop and manage relationships and contracts with external suppliers.	
	Recruit and oversee the set-up of new fundraising programme.	
	Ensure systems are in place to manage donor relations, including supporter services, financial processing, financial reporting and a marketing database.	
	Test and develop appropriate fundraising products to ensure sustained regular giving, with the aim of increasing income from supporters.	
	Test and develop a variety of channels through which Amref Health Africa in South Africa can acquire supporters.	
	Ensure constant monitoring and refine a supporter retention strategy to build lasting relationships with	



KEY AREA	ACTIVITY	EXTENT OF DISCRETION
	financial supporters.	
	Ensure that fundraising activities consistently reflect the value of Amref Health Africa in South Africa and comply with relevant legal regulations.	
	Oversight of institutional grants, where relevant.	
	Train and develop existing staff and volunteers on fundraising.	
Communication	Establish and maintain excellent relations with key donors (potential and existing).	
	Make presentations to select gatherings (potential major donors) and develop relations on a sustained basis.	
	Contribute to the success of all fundraising initiatives by supporting fundraisers in other countries, and taking an active involvement in the Fundraising Management Team and international fundraising forums.	
	Work together with Communications Directorate at HQ to develop feedback strategy to donors such as reports, newsletters and website	
	Press Relations: work with Communications to raise Amref SA's profile in local media in order to support fundraising actions	
Operations Management and Planning	Develop annual budgets and plans	In compliance with Amref policies and procedures
	Provide regular reports and updates on fundraising in SA	

6 ANY OTHER TASKS

7 REQUIRED QUALIFICATIONS

7.1 Education and knowledge

- Degree in Communications and Marketing or equivalent qualification with at least five years proven experience in marketing, communications or fundraising.
- Fluent in written and spoken English. Good standard in at least one European language.
- Proven financial management and analytical skills including experience in planning and managing budgets.
- Excellent written and verbal communications skills with the ability to sell ideas and negotiate.
- An understanding of modern marketing techniques, including the use of new media to drive profit.



- Proficiency in the use of computer software, especially Microsoft Office.

7.2 Experience

- Experience in managing external agencies such as marketing agencies.
- Experience in raising institutional and High Value funds.
- Demonstrated experience in mass market activities leading to securing unrestricted / core funds
- Experience/Knowledge of fundraising in the civil society / international NGO environment
- Experience in working with customer or supporter / donor databases.
- Experience in building organizational brand awareness and developing communication plans

7.3 Skills

- Ability to work to deadlines and prioritize workloads.
- Leadership and motivation skills.
- Relationship building and networking skills.
- An entrepreneurial spirit – can generate ideas and turn them into profitable relationships with donors.

7.4 Competencies

- Analytical, strategic orientation and thinking
- Integrity, commitment and respect for diversity
- Team work, leadership and collaboration
- Innovativeness
- Commitment to Amref Health Africa's mission, vision and values

8 MENTAL COMPETENCIES

8.1 DECISION MAKING

The job requires ability to make timely, well-considered relatively significant decisions about people management and work responsibilities and is accountable for them.

9 COMMUNICATIONS

9.1 ORAL

9.1.1 INTERNAL:

The job demands a high level of oral communication skills in order to effectively communicate with other departments, staff members and country teams

9.1.2 EXTERNAL:



The job demands a high level of oral communication skills in order to effectively communicate with external parties including donors, partners and other stakeholders

9.2 WRITTEN:

9.2.1 INTERNAL:

The job demands a high level of written communication skills in order to effectively communicate with other departments and staff members and country teams

9.2.2 EXTERNAL:

The job demands a high level of written communication skills in order to effectively communicate with external parties including donors, partners and other stakeholders

10 ENVIRONMENTAL CONDITIONS

10.1 Corporate Policies, Systems, Procedures and Methods

The job demands a thorough understanding and appreciation of AMREF's opinions on Fundraising for health affecting Africa, budgeting and human resource management policies and procedures.

10.2 Work Environment

Normal office environment with frequent travel.

10.3 Hours of Work

Job holder may be required to work outside normal working hours due to the nature of the work in general