

Job Opportunity

Kenya Association of Fundraising Professionals is hiring a Business Development Manager reporting to the Board of Directors on a 1- year contract (renewable)

Responsibilities

Membership

- Implement a structured member visit discipline to ensure regular engagement and support to ensure high levels of member satisfaction.
- Foster strong relationships with members through regular communication and engagement activities.
- Develop a network of contacts to attract new members and training attendees
- Actively manage new members recruitment and implement strategies to retain existing members
- Develop and execute sales strategies to expand the customer base and increase market penetration

Representation

- Together with the Board members represent KAFP at industry-leading conferences and network organisations to build and maintain a strong professional network.
- Act as an ambassador for KAFP promoting our services and values to a broader audience.
- Work closely with the Board to identify opportunities for brand exposure and partnership development.
- Conduct regular meetings and business reviews with partners to assess performance, discuss strategies and identify opportunities for growth.

Marketing and Business Growth

- Research new market opportunities and oversee growth projects.
- Create compelling content for social media platforms, newsletters, and other communication channels to showcase the association's initiatives and achievements.
- Develop training program and implement marketing strategies to promote the association's products, services, and events.
- Manages pitches/proposals, and collaborates with marketing/sales to expand the business and increase revenue
- Review and enhance KAFP's brand and communication strategy to improve its market positioning.
- Establish and nurture an external network of partnerships with key stakeholders to enhance sales opportunities.

Trainings/Workshops

- Coordinate and manage training activities across Kenya to achieve desired revenue targets .
- Identify and explore opportunities for strategic partnerships and certifications at local, regional, and global levels.
- Work closely with marketing coordinator to develop effective sales campaigns and marketing materials.
- Design a strategy for recruiting high-caliber speakers and trainers for trainings and workshops.

Reporting and Analysis

- Monitor membership recruitment and revenue generation and prepare regular reports for the Board.
- Analyse revenue data to identify trends, opportunities and areas for improvement.
- Ensure accurate and timely reporting of revenue generating activities and outcomes.

Skills and Competencies

- A Bachelor Degree sales/marketing with a minimum of **5 years'** experience preferably in a membership Association
- Demonstrable experience in member management, sales, and or recruitment.
- Basic knowledge of resource mobilization trends and needs

- Proposal writing and program implementation
- Proven experience in strategic planning and, preferably within the non-profit or fundraising sectors.
- Strong analytical skills and experience in management skills.
- Excellent facilitation, communication, and report writing skills.
- A comprehensive understanding of the fundraising landscape, trends, and best practices.
- Leadership

How to apply

Send your CV and cover letter to info@fundraisingkenya.org by **15th February 2026**.

More Information +254 790213130/718041665

<https://www.fundraisingkenya.org/>