Amref Health Africa is the largest international health development organisation based in Africa. Working with and through African communities, health systems and governments, Amref Health Africa’s vision is for lasting health change in Africa and is committed to improving the health of people in Africa by partnering with and empowering communities, and strengthening health systems. For more on Amref Health Africa please visit www.amref.org

2 MAIN PURPOSE OF JOB
Reporting to the Country Director, Amref in Kenya, the Donor Relationship Manager will lead in the development of a multi-channel integrated approach to public and private giving for Kenya and Corporate with the support of Amref HQ

3 PRINCIPAL RESPONSIBILITIES

<table>
<thead>
<tr>
<th>KEY AREA</th>
<th>Activity</th>
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<tbody>
<tr>
<td>Strategic Planning</td>
<td>Deliver on the individual fundraising strategy for Amref Kenya to significantly increase income from individual giving through the development of existing and acquisition of new donors and ensure that systems of operation are in place. This will be achieved in close consultation with the head of Partnership &amp; External Affairs, Amref HQ.</td>
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<td>Produce annual and long-term individual giving income and expenditure budgets, preparing forecasts and accounting for variations in income.</td>
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<td>Monitor all activities against targets and key performance indicators.</td>
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<td>Provide regular reporting on the progress of annual fundraising plan, budget and monitoring income.</td>
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<td>Develop a communication plan to outline key needs and potential opportunities to increase brand awareness in Kenya. The engagement at regional level was not evident.</td>
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<td>Ensure systems are in place to manage donor relations for individual donors and organizational donations below $50,000 including supporter services, financial processing, financial reporting and a marketing database.</td>
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<td>Test and develop appropriate fundraising strategies to ensure sustained regular giving, with the aim of increasing income from supporters.</td>
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<td>Oversees special events for annual giving and assists in special cultivation events, as needed.</td>
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<td>Proving input into the overall fundraising strategy for Amref Kenya and work with the fundraising team to deliver this.</td>
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<td>Keep abreast of the individual giving markets, identifying trends, competitor activity and changes in regulations.</td>
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<td>Producing analysis for each campaign, using it to make recommendations for the content and contact strategy of future appeals.</td>
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<td>Ensure that fundraising activities consistently reflect the value of Amref.</td>
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<tr>
<td>KEY AREA</td>
<td>Activity</td>
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<tr>
<td>Administration and Database</td>
<td>Responsible for the collection and entry of all donor and prospect information in the database to include supervision of all gift entry to ensure accuracy. Responsible for implementing a individual donor acknowledgement strategy &amp; process. Ensure that the Database is structured to meet Amref’s needs. Ensure compliance with data protection regulations and adherence to fundraising standards. Ensure correct use of the database and running reports to monitor appeals.</td>
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<tr>
<td>Management</td>
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<tr>
<td>Donor Relationship Management</td>
<td>Partners with Kenya Country Office to identify, cultivate and solicit major annual gift support. Coordinate feedback and updates to committed and high value donors, ensuring that they are kept close to Amref work and continue to support Amref. Recruit and develop committed givers, maximizing income from this area, including encouraging lapsed donors to resume giving. Maximize the value of current donors, offering different opportunities to engage with Amref. Monitor the performance of all donor recruitment activities including attrition rates, reporting to management and making recommendations for future investment. Ensure constant monitoring and refine a supporter retention strategy to build lasting relationships with individual donors. Ensure maintenance of high levels of supporter care to all individual giving audiences through accurate data capture and recording keeping and appropriate welcoming and thanking communications. Ensuring relationships are developed with new and existing regular supports, providing high quality personalized communications. Ensuring donor acknowledgments are regularly reviewed to remain current and high quality. Develop and manage relationships and contracts with external vendors. Train and develop existing staff and volunteers on eTapestry and individual fundraising. Serve as liaison with Finance to ensure appropriate allocation of donations. Manage gift processing systems including responsibility for third party financial processing mechanisms e.g. payroll giving, credit card merchants, direct debits agencies etc.</td>
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<tr>
<td>Donor Communications</td>
<td>Make presentations to select gatherings (potential individual and major donors) and develop relations on a sustained basis. develop fundraising collateral materials such as appeals (email &amp; sms), newsletters and website. Manage and organize relevant project information to support individual giving including the case-study and photo library. Keep the website up-to-date ensuring supporters can clearly see the need and make donations in line with each appeal. Manage and produce bi-annual newsletters and regular e-newsletters for supports.</td>
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4 REQUIRED QUALIFICATIONS

4.1 Education and knowledge
- Degree in Marketing or equivalent qualification with at
- An understanding of modern marketing techniques, including the use of new media to drive
  profit.
- Knowledge of donor recruitment rationale and processes
- Knowledge of how to analyze results to assess campaign performance

7.2 Experience
- Five years significant proven experience in marketing, communications or fundraising.
- Experience in managing external agencies such as marketing agencies.
- 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
- Experience of developing donors to maximize their fundraising potential
- Thorough understanding of the principles of donor care
- Experience of delivering campaigns to recruit or retail regular donors
- Proven financial management and analytical skills including experience in planning and managing budgets.

7.3 Skills
- Fluent in written and spoken English. Good standard in at least one European language.
- Excellent writing skills with ability to write reports, articles and promotional materials
- Excellent verbal communications skills with the ability to sell ideas and negotiate.
- 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.
- Excellent problem solving skills
- Creative and lateral thinking
- Self-motivated with positive attitude
- Ability to work on own initiative and as part of a team
- Proficiency in the use of computer software, especially Microsoft Office.
- Excellent attention to detail

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

How to apply:
Interested applicants are encouraged to submit a Cover letter in PDF expressing your interest and clearly outlining your qualifications for the position (Not exceeding 2 pages); and an updated CV in PDF (Not exceeding 3 pages) highlighting all relevant educational, employment experience and availability to recruitment@amref.org  The subject line for your email should read: Amref/ Donor
Relationship Manager/06/2020  Deadline for applications is 22nd June 2020. Please note that only shortlisted candidates will be contacted.

Duly note that Amref Health Africa does not require applicants to pay any fee at whatever stage of the recruitment and selection process.

Amref Health Africa is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment. Amref Health Africa is an equal opportunity employer and has a non-smoking environment policy.