



JOB DESCRIPTION

JOB TITLE: Fundraising Manager

PAY: Competitive package, includes flight relocation and medical insurance

HOURS: 8am—5pm Monday-Friday

ANNUAL LEAVE: 4 weeks plus 8 public holidays

LOCATION: Based at the Maun Clinic in Botswana but the role will involve occasional local and international travel

PROJECT SUMMARY

MAWS is an animal welfare charity based in Maun, Botswana and located on the fringes of the Okavango Delta, the world's largest inland delta and one of Africa's most wildlife-rich areas.

MAWS sterilises and vaccinates dogs and cats across Botswana to reduce breeding and the risk of disease transmission to human and wildlife populations. The organisation also has a division that runs equine welfare and education clinics ('donkey project'). This role primarily relates to the domestic animal project ('dog project').

Over the past decade MAWS has sterilised and vaccinated more than 15,500 dogs, funded via a combination of local fundraising and the occasional international grant. The organisation is now looking to achieve financial sustainability and has been awarded a grant to prioritise large scale grant seeking by recruiting a professional fundraising manager. Based in Maun, the post holder would report to the charity's Committee and manage fundraising activities in Botswana and internationally.

PURPOSE OF THE JOB

- Define a list of potential large scale donors and funds, and develop tangible relationships with them.
- Develop a cost effective donor acquisition strategy, managing a programme of campaigns, appeals and events.
- Promote individual giving through online channels.
- Develop affiliations with complementary animal welfare coalitions and wildlife organisations.
- Attend key conferences (pan-African and global) and raise international awareness of our abilities.
- Conduct a calendar of local events to raise community funds and awareness.

PRINCIPAL ACCOUNTABILITIES

- Research and write accurate and persuasive funding proposals.
- Maintain and enhance MAWS' digital communications channels (website, Facebook, Twitter, email marketing).
- Promote MAWS' activities internationally and within the Maun/Botswana community.
- Develop and maintain regular contact with key international animal welfare professionals.
- Attend international training and development seminars as required to keep up to date with current trends and initiatives in the animal welfare world.
- Maintain accurate records in an agreed format of all activities and expenditure.

REQUIRED KNOWLEDGE, SKILLS & EXPERIENCE

- Extensive relationship management experience, preferably from individual giving and/or major donor fundraising.
- Experience of planning and implementing fundraising campaigns, events and/or appeals.
- Demonstrable prospect research experience in driving acquisition and recruitment of supporters.
- Demonstrable ability to write and design accurate and persuasive proposals, fundraising communications or other marketing materials.
- Proven experience of using at least one type of customer relationship management database.
- Experience of customer care, and a clear understanding of donor development.
- Strong interpersonal skills - must be able to meet, communicate and negotiate with diverse audiences.
- Dynamic self-starter, with the ability to work with minimal supervision, use own initiative, manage competing deadlines, and develop new programmes.
- Strong commitment to MAWS' ethos and objectives.
- Experience of working in the animal welfare field.
- Educated to Bachelor's degree level, or equivalent.
- Driving licence

JOB CONTEXT

- The post holder is managed by and reports to MAWS but will develop direct communication channels with the project sponsor, Dogs Trust, for day-to-day queries and general programme assistance.
- The post holder has a responsibility to maintain good working relationships with MAWS staff and volunteers.
- The post holder will manage their own time and commitments within the specified hours with guidance from MAWS. There will be no day-to-day supervision; instead work is checked through observations of training, records of work completed and proposals submitted, and regular status meetings.

ADDITIONAL INFORMATION

The initial role is a fixed two year contract, but a motivated Fundraising Manager would be able to create the opportunity to advance and/or expand the scope and duration of the position.

APPLICATIONS

The closing date for applications is 31 January 2015. Please note that only successful applicants will be contacted. To apply, please send your CV and a covering letter indicating your suitability for the role to careers@maunanimalwelfare.com