



Marketing and Fundraising Manager

JOB PURPOSE

To support the overall Fundraising and Marketing strategy by executing and monitoring the fundraising and marketing strategy. To support the executive management by giving input into the conceptualisation of the MES strategy and providing specialist input with regard to Fundraising and Marketing. To lead and manage the Fundraising and Marketing division and to take responsibility for the implementation of stewardship strategies for all donors, to fully recognise their contributions and to encourage their continued support to MES.

Manage day to day Fundraising and Marketing operations and ensuring sustainability and visibility of MES work through both functions and integrated discipline approach. Manage Fundraising and Marketing Team performance by setting and monitoring clear targets for each team member. Collaborate with other departments in order to ensure that Fundraising and Marketing activities considers relevant input and contribution from other departments.

This position is based at MES Head Office – Johannesburg (Hillbrow).

KEY PERFORMANCES

Fundraising

- Managing and diversifying current fundraising strategies and ensuring that Salesforce is being effectively utilised in order to maximise income and loyalty to MES.
- Analysing fundraising programmes and trends to ensure effective investment in all channels, including return on investment and value of programmes.
- Draft and coordinate all funding proposals being made nationally and internationally.
- Lead and facilitate proposal development and writing process at all levels.
- Work with the executive management and Manco to identify and pursue fundraising/business development opportunities and well as developing contacts, networks that could lead to additional exposure and funds.
- Identify, develop and maintain relationships with current and potential donors for continuous support and loyalty.
- Identify new fundraising and donor engaging opportunities, assess their viability and compare with current opportunities.
- Ensure a steady flow of relevant, appropriate, high-quality proposals are produced and timeously sent to relevant potential donors/partners.
- Regularly meet with prospective donors and existing donors and ensure that the fundraisers do likewise to ensure the development of growing relationships.
- Ensure that the required funds are raised as agreed to in the annual approve budget.

PR and Marketing

- Ensure that marketing material is developed and up to date.
- Identify and manage major Marketing and Fundraising events and strategies which will generate funds, for brand awareness and promotion of MES work.
- Identify and attend events, conferences and meetings for MES networking opportunities.

- Manage the generation of relevant and up to date content and the optimisation of all effective social media, digital and online channels to position and profile MES optimally and positively.
- Identify opportunities for MES to partner and collaborate in events to create more brand awareness.

Donor Management and Relationships

- Developing and nurturing donor relationships.
- Identifying and cultivating prospective donors.
- Timely provide signed donor SLA to Donor Finance Controller for compliance monitoring and ensuring that MES adhere to the donor requirements.
- Lead the donor engagement and communication during the SLA period.
- Ensure that there is constant communication with donors through a quarterly newsletter.

Team Leadership

- Manage, develop, coach and evaluate staff according to company HR policies and procedures.
- Develop and conduct training for staff where needed to develop fundraising capacity, particularly around proposal development and Salesforce.
- Day-to-Day supervision of the Fundraising and Marketing staff.

Budgeting and Planning

- Planning and developing the fundraising business plans to ensure accurate budgets are developed.
- In collaboration with other departments, compile annual income budget per Branch, Programme, Programme Target Unit and income stream.
- Set clear fundraising targets for Fundraising and Marketing and for each team member.
- Implement the above-mentioned plans, monitor progress, enable the team to achieve the milestones and give feedback to the Executive Management, Manco and the Board when required.
- Always use the up-to-date information to budgeting, planning and proposal submission. Collaborate with finance, M&E and Programmes to ensure accurate and up to date information is provided to the donors.
- Produce monthly updated income forecasts in conjunction with the Finance Manager.

SPECIFIC KNOWLEDGE AND SKILLS REQUIRED

- Fundraising and Marketing
- Microsoft Office Suite
- Advanced writing skills, reporting and presentation Skills.
- Monitoring & Evaluation knowledge
- Understanding of Salesforce or database systems
- Driver's License & own transport
- PR and Communication

REQUIREMENTS

- Matric
- Degree or equivalent in any of the following - Marketing, Development Finance, Fundraising, Sales and PR.
- At least 7 years' experience in NGO/NPO fundraising and Marketing of which 3 years must be at the management level.

- Ability to work with senior management or a Board of directors.
- Ability to give strategic input and set clear goals and objectives for the division.
- Being able to lead business planning and proposal development.

To apply; please forward your CV to vacancies@mes.org.za

Closing date: 12th April 2024

ENQUIRIES: Portia (011) 725-6531