



We are hiring a Fundraising and Communications Coordinator!

www.hatualikoni.org/

About Hatua Likoni:

Hatua Likoni is a community organization that prepares youth to thrive in Kenya's workforce by providing promising, low-income students access to the education, career guidance and professional networks they need to contribute to and benefit from Kenya's growing economy.

Our committed team of ten serves over 350 students enrolled in high school and university. We are proud about our 95% graduation rate from secondary school and 90% transition rate to University. After a 9 year journey our first cohort of students have graduated from university and 100% are already working, earning 4x the average income of youth who have not complete their education.

In 2018, we are planning to open our 2nd office in Mombasa, starting our expansion journey across Mombasa to eventually sponsor 1,600 students annually!

About the role

As Fundraising & Communications Coordinator you are tasked with finding, engaging and retaining individual, corporate and foundation funders. You will build a vibrant community of financial supporters who believe in our vision, are well informed about our progress, and give funds that fully sustain Hatua's programs and growth.

You will ensure that Hatua Likoni effectively communicates their goals, work, image and financial needs to relevant stakeholders and the general public. The FCC works closely with all team members in order to accurately record all activities and reports and the directors for finalization of all reports, publicity materials, and fundraising opportunities.

We are extremely proud of our existing network of foundations, companies and the large number of individuals who have supported us over the years. We aim to retain these donors and explore new funding sources, particularly US based foundations, Kenya based corporates, and individual student sponsorships.

If you are successful, Hatua will add 200 new students per year to the programs, reaching 2,000 underprivileged, deserving youth over the next decade.



Your responsibilities will include:

Manage Fundraising Pipeline and Strategies

- Research, identify, vet and prioritize potential funding opportunities
- Create fundraising pipeline for current and upcoming year incl. probabilities of receiving donations from each donors as they change
- Court and cultivate relationships with potential donors via email, phone calls, and in person meetings

Fundraising and grant writing: Raise awareness of the organization's work, goals, and financial needs.

- Understand all programs to represent the organization to others. Liaise with the team to conceptualize relevant programs and realistic goals to communicate to funders
- Develop fundraising strategies to encourage new or increased contributions
- Run campaigns and write grant proposals in order to raise funds or solicit and gather monetary donations or gifts for the organization
- Partner with Hatua's Career Guidance Coordinator to engage companies in Mombasa for donations, internship opportunities for our students and to recruit mentors to engage in Hatua's programs.

Donor Management and Relations

- Write regular and timely reports to funding institutions or individuals to update them on Hatua's progress

- Collect impact data from team; think through how to communicate any discrepancies from planned/promised goals
- Respond to all arising questions from donors or potential donors in a way that positions our programs well



- Continue to cultivate relationships with existing donors in a way that encourages them to feel emotionally connected to Hatua's programs
- Build the student sponsorship program from its current pilot into a systematic and ongoing way of engaging and updating sponsors, including piloting a referral system to recruit new sponsors
- Donor admin: send thank you letters and enter donation details into Hatua's Donor Management System, update contact list and optimize the DMS by exploring software features
- Manage own time in relating to the diverse demands of donors and deadlines

External Reporting

- Select stories, photos, and layout for all external reports
- Create a first draft of all reports, ensuring they are professional-looking, highly informative and easy to consume. Then finalize reports with Hatua's directors.
- Share individualized reports with high level donors
- Regularly update Hatua's profile & publicity materials

Online presence, Newsletter and Social Media

- Post regularly on social media platforms (Facebook, Instagram, Twitter, Facebook photo albums) to engage our students and supporters
- Collect content and compose drafts for quarterly newsletters
- Keep website up to date with current activities
- Spearhead the blog activities in the team and write 1-2 blogs per month on our activities

Managing digital library and general responsibilities:

- Keep running list and descriptions of all of Hatua's major events/activities
- Ensure we have great evidence and stories that tell our activities and impact
- Organize and backup photos, final reports, proposals or important documents onto an external hard drive and/or Google drive

Tracking own progress by monitoring relevant metrics and goals and tweaking strategies as required

- Maintain monthly donation reports and total amount raised
- Track social media, newsletter and other numbers
- Use DMS to track and analyze individuals donors, reengaged donors or significant increases in donation levels, donor retention, increase donations levels, and new donors

Who we are looking for

- You are highly passionate about advancing the social sector and you have a strong interest in youth empowerment and education
- The idea of mobilizing and driving resources to a great cause excites you and you are very comfortable asking for money
- You enjoy spending a lot of your time writing
- You understand what makes people tick and you find ways of communicating convincingly
- You can juggle many projects and deadlines and you are organized in your approach
- You have engaged dozens and hundreds of stakeholders in a variety of ways

- You boast impressive fundraising results (and we'd love to hear all about it!)
- You have a track record in retaining and upping donors
- Your great writing skills range from blogs, grant applications, reports to finding the right email marketing subject line
- You are tech savvy and highly computer literate, you use spreadsheets, documents, slides, publisher etc
- Past experience with a donor management system is an added advantage
- Understanding international foundations and/or the business and philanthropic space in Mombasa is an added advantage

You have the cultural fit to work with the team at Hatua Likoni, if

- You are 100% values driven and you want to instil strong values in the next generation
- You enjoy working with and in the community
- You are great team player, people talk about you being helpful and collaborative
- You are able to work independently and bring results in an unstructured environment
- You enjoy diversity and you are generally optimistic about the future

Why work with us?

- We get a lot of fulfilment by working with underprivileged youth and seeing them transform their lives over the 9 years they engage closely with us. If you enjoy building deep emotional connections and seeing the impact of your work, this job is for you
- Our team has a deep sense of ownership over the organization. Everyone has the chance to take a leadership role and contribute to the organization's growth
- Build interesting networks
- We believe in personal growth and you will have a lot of opportunity for career development as the organization grows
- We have a strong sense of family within our team and understand the importance of having some level of flexibility around working hours



Other information

The successful candidate will start in September or October 2017. You will be based in Mombasa, and work in our Likoni office. You should be ready to commit to this role for at least three years. We'll arrange a 3-month probation period with learning and delivery objectives.

Want to apply?

- ✓ First, read this guide on how to submit your application and tips on our selection process: <http://bit.ly/CandidatesGuide>
- ✓ Apply by filling out the application survey under this link: <http://bit.ly/JoinHatuaLikoni>
- ✓ Send your CV and a relevant past writing sample (a proposal, funding application, report etc.) to careers@edgeperformance.co.ke with the subject line "Hatua Likoni - Fundraising"
- ✓ The selection process will include a personality test and case study

Selection process in collaboration with www.edgeperformance.co.ke

