



JOB DESCRIPTION

| IDENTIFICATION | |
|--|---------------------------------------|
| JOB TITLE | Head of Fundraising and Communication |
| REPORTING TO | Managing Director |
| DEPARTMENT/UNIT | Germany, Fundraising |
| DUTY STATION | Bonn, Germany |
| <i>This role is only open to German nationals or residents of Germany</i> | |

Amref Health Africa was founded in 1957 and has since grown to become the largest African-based international health development organization; currently implementing more than 180 programs, reaching more than 40 million people across 35 African countries; and a staff complement of over 2,000. Headquartered in Nairobi, Kenya, Amref Health Africa has offices in ten countries in Africa – Burkina Faso, Ethiopia, Guinea (Conakry), Kenya, Malawi, Senegal, South Sudan, Tanzania, Uganda and Zambia. An additional eleven advocacy and fundraising offices are located in Europe and North America.

Amref Health Africa is driven by its vision of ***‘Lasting health change in Africa’*** and its mission ***‘To catalyze and drive community-led and people-centred health systems while addressing social determinants of health’***. We believe that the power to transform Africa's health lies within its communities, and therefore strive to ensure that health systems are not only functional but that communities are empowered to hold these systems accountable for the delivery of quality and affordable health care.

JOB PURPOSE

Amref Germany is seeking a Head of Fundraising and Communications who is passionate about designing and implementing effective external relations strategies in a start-up office that is embedded into a larger, Africa-led organization; who can think strategically and enjoys rolling up their shirtsleeves; and who is excited about localization in the aid sector. This position reports into the Amref Germany Managing Director and is a key member of our local leadership team.

As one of the members of the leadership team of the Amref Germany office, the Head of Fundraising and Communications will be accountable for the development and successful implementation of fundraising and communications strategies across all channels, incl. relevant data analysis, to drive unrestricted revenue for the organization, comply with institutional donor visibility requirements, and further the organization's brand recognition and external positioning with relevant target audiences as a thought leader on health in Africa. This includes the coordination with global Amref colleagues in the creation of creative materials to be used in fundraising and communications activities as well as the production of events & publications (incl. annual report). The Head of Fundraising and Communications provides leadership excellence to the fundraising and communications team in Germany.

Initially, the Head of Fundraising and Communications will be responsible for the set-up of corresponding strategy implementation plans, structures and systems; the recruitment of the

fundraising and communications team members; and carrying out their day-to-day tasks, incl. piloting and analysis of various mass marketing channels, until the positions are filled. As such, the position will begin as more of an operational role and then gradually move to a more strategic level in the first six to nine months.

REPORTING LINES

| REPORTING TO THE JOB HOLDER (IF ANY) | REPORTING INDIRECTLY OR THROUGH |
|---|---------------------------------|
| Senior Digital Fundraiser, Senior Communications Officer, Donor Admin/Service Officer, F2F Coordinator, Senior Leadership Giving Fundraiser | External agencies and vendors |

PRIMARY RESPONSIBILITIES

- **Fundraising:** Lead the team to recruit new donors and retain/upgrade existing donors with a focus on regular, unrestricted gifts; design fundraising strategies and implementation tactics across all channels with an initial focus on digital and including face-to-face and direct mail, incl. compelling and engaging supporter journeys; pilot, test and analyze concepts and campaigns, incl. lead-generation campaigns; ensure excellent data tracking; coordinate with global colleagues on content briefs and content creation; identify external agencies or vendors where necessary and negotiate effective and economical engagement terms; develop engagement tactics for mid-level and major gift giving as well as partnerships with trusts, corporates and foundations.
- **External Communication:** Lead the team to increase the awareness of Amref in Germany, in alignment with the global brand, with key target audiences incl. political decision makers, budget holders, and the general public, establishing Amref as the go-to agency on health in Africa; design communication strategies and implementation tactics across variety of channels, incl. media engagement (print/broadcast) and events; ensure a professional and up-to-date internet presence for the organization, incl. website and organic content on social media; coordinate joint influence campaigns with relevant partner organizations and umbrella networks; oversee the production of publications such as the annual report; recruit and represent the organization vis-à-vis local ambassadors/influencers/VIPs; identify and mitigate potential reputational risks.
- **Budget management:** Develops annual revenue and expense projections in close collaboration with the Managing Director and the Head of Finance and Administration, and ensures activities are within the approved budget levels.
- **Strategic leadership:** Support the Managing Director in overall leadership of the Germany office, incl. reports and presentations to the Supervisory Board.
- **People management:** Collaborate closely with HR on filling team vacancies and provide empathetic and empowering leadership to all Fundraising & Communication team members, managing relevant HR processes, incl. staff development and annual appraisals.

REQUIRED QUALIFICATIONS

Education and Professional Qualifications

- Bachelor's degree in Marketing, Communications, or related field. Master's degree is an added advantage.

Required Qualifications and Experience

- Minimum of eight (8) years of experience in fundraising and communications is crucial. Preferably in an international and/or not-for-profit context.
- Experience with various fundraising methods such as individual giving, major gifts, online crowdfunding, events, and donor stewardship.

- Experience in cultivating long-term relationships with donors and implementing donor stewardship programs.
- Hands-on experience in designing and implementing digital campaigns and/or event and publication production and/or print and broadcast media relations.
- Experience in developing and cultivating paid and unpaid media relationships.
- Previous experience working in health, development and/or humanitarian contexts, especially on the African continent is an added advantage.
- Experience working with CRM systems, esp. those based on Microsoft Dynamics 365.
- Experience in budget development and management.
- Experience in fast-paced, multi-cultured, complex matrix environments desirable.
- Experience as a people manager in an organization based in Germany desirable.

Knowledge, Skills and Competencies

- In-depth and hands-on knowledge of the German fundraising market (especially individual giving, with knowledge of major gifts/corporates, trusts and foundations) and relevant regulations is an added advantage.
- Familiarity with relevant social media channels and conventional media outlets.
- Knowledge of the landscape of German health/development/humanitarian NGOs.
- Demonstrable commitment to empathetic leadership and the promotion of diversity, equity and inclusion.
- Commitment to people development and the organisational values and behaviours that underpin the Amref culture.
- Entrepreneurial and target driven approach combined with a keen eye on the “tedious” administrative details.
- Willingness to get into the weeds & get hands dirty while thinking strategically.
- Keen analytical mind with a knack for numbers and data analysis.
- Ability to make logical, well-balanced, and reasoned decisions.
- Strong presentation and facilitation skills with a range of audiences and levels of experience.
- Ability to manage multiple projects to ensure on-time delivery and quality using both internal and external resources.
- Ability to build good relationships and partnerships both internally and externally
- Ability to proactively develop team dynamics and performance, ensuring quality standards are consistently achieved.
- Flexible and pragmatic with the ability to deal with ambiguity.
- Excellent written and oral communication skills in German and English.
- Excellent organisational skills.
- Emotional resilience.
- Excellent problem-solving skills.
- Energy, enthusiasm and confidence.
- Willingness to work flexibly and travel as and when required.

HOW TO APPLY

Interested? Kindly send your application to Recruitment@Amref.org quoting **Head of Fundraising and Communications/10/23** in the subject line. Your application should **only** include your CV with relevant skills and experience and a cover letter detailing why you are the best fit for this position. Do not attached any certificates or recommendations. Kindly note that this position will remain open until filled, and selection process will be on a rolling basis. Please note that only shortlisted candidates will be contacted.

Duly note that Amref Health Africa does not require applicants to pay any money at whatever stage of the recruitment and selection process and has not retained any agent in connection with recruitment. Although Amref may use different job boards from time to time to further spread its reach for applicants, all open vacancies are published on our website under the Vacancies page and on our official social media pages. Kindly also note that official emails from Amref Health Africa will arrive from an @amref.org address.

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.