



## **HEAD OF FUNDRAISING – CAPE TOWN**

**Job purpose:** The role involves overseeing the daily operations of fundraising and marketing to support Ikamva Labantu Charitable Trust. The goal is to enhance sustainability and increase visibility by strategically integrating fundraising and marketing efforts.

Key deliverables:

### **Develop and implement a fundraising and a donor communications strategy**

- Strategic direction: provide visionary leadership to the Fundraising Department, and develop and execute sustainable fundraising strategies aligned with organizational goals
- Departmental oversight: oversee all fundraising activities, including international market development.
- Support the team in developing professional and engaging fundraising materials, including fundraising propositions and pitches, grant applications, funding proposals, appeals and donor reports.
- Resource management: efficiently manage departmental resources, including budget allocation, staffing, and technology, for optimal fundraising outcomes.
- Develop Fundraising & Marketing strategy.
- Prepare budgets, cash flow reports and manage department expenditure.
- Integrate marketing and fundraising activities to maximize public fundraising across all platforms through integrated campaigns.
- Stay updated on fundraising and communication trend.

### **Create & maintain financial stability**

- Ensure updated and relevant “master” fundraising proposals for all programmes.
- Secure income to support programmes operations through active fundraising, networking and management of key donor relationships.
- Work closely with the Finance department to track donations, annual income projection, and ensure proper allocation of funds towards programmes and operations.
- Prepare annual budgets for presentation to donors.
- Keep calendar record of all identified prospects and approaches for the financial year.

### **Donor servicing & networking**

- Work with Ikamva Labantu’s donor community.
- Support development and execution of the fundraising plan to achieve the annual budget.
- Develop creative strategies for digital fundraising.
- Recruit new major donors and engage existing donors.
- Assist with all small, mid-level, major-donor fundraising events and initiatives.

- Support efforts to cultivate, solicit, and manage new gift pipelines, with an emphasis on current donors and prospective donors.
- Draft donor-facing communications, including but not limited to general solicitations, thank you notes, and other communications, as needed.
- Oversee the usage of donor database and manage its function (importing of financial data, reporting on donor behaviour, segmenting donors and donations, managing prospects and pledges).
- Develop and update policies to maintain efficient donor servicing.

#### **People Management and development**

- Manage Fundraising and Marketing staff and oversee the department's operational activities and HR.
- Ensure continuous development in key areas of delivery.

#### **Project Management**

- Support multiple development projects simultaneously.

#### **Manage and oversee the marketing function of the department**

- Oversee brand management and market positioning.
- Develop communications / marketing / brand strategy.
- Manage communications / marketing budget.
- Oversee implementation of communications and marketing materials and content.
- Oversee / Manage publicity activities.
- Act as spokesperson when required.
- Oversee integrated fundraising campaigns.
- Oversee and ensure appointment of beneficial agency partnerships

#### **Qualifications:**

- Degree level qualification in a relevant field with proof of continuous learning.

#### **Experience:**

- 5 years' experience in a Fundraising role with marketing / communications / development responsibilities in an organisation with an annual donor income budget exceeding R40 million.
- Proven track record in fundraising and people management

Interested candidates must submit a motivation letter highlighting your suitability to the role and an updated CV with contact details of three work-related referees to **MaraisButton & Associates**.

**Email:** [annelie@maraisbutton.co.za](mailto:annelie@maraisbutton.co.za)

Contact will only be made with shortlisted candidates

**Closing date: 11 September**