



## Senior Manager - Stakeholder & Business Development

**Reports to:** CEO

**Number of direct Subordinates:** Two

**Job Purpose:** The Senior Manager: Stakeholder & Business Development will lead fundraising efforts by developing sustainable fundraising strategies that align with Adopt-a-School's long-term objectives. Overseeing the Fundraising, Campaigns, and Events portfolio, the Senior Fundraising Manager will ensure maximised revenue generation and sustainable funder relationships.

Key Performance Areas

### Strategy

- Develop and ensure the successful implementation of a comprehensive fundraising strategy
- Develop business plans and budgets for the Fundraising department
- Review and oversight of the stakeholder management plan.
- Set and monitor fundraising targets, ensuring financial sustainability.

### Fundraising

- Identify and attract local and international donors.
- Oversight and management of the Foundation's fundraising events and networking opportunities.
- Identify and implement fundraising opportunities including sponsorships and resource mobilisation.
- Identify organisations that provide grants and philanthropic funding in the education space.
- Encourage the Board's participation in fundraising initiatives.
- Finalise and approve proposals prepared by the Fundraising Manager and undertake presentations to potential and current funders.
- Oversee the management of funder relationships before, during and after receipt of funds.
- Continue to raise the profile of the Foundation by networking at appropriate events and securing new introductions.
- Create and deliver the Foundation's fundraising plan to increase donations and sponsorships.
- Work with the Fundraising Manager and Campaigns and Events Manager to create ideas for fundraising events and sponsorship.
- Manage events and campaigns to raise funds.
- Build relationships with existing funders and support new funders.
- Look for opportunities for new funders through networks and enquiries.
- Spend time with potential new funders to help them understand the Foundation

and how they can be involved.

- Act as a prime liaison between the funder and the Foundation for both new and existing funders.
- Oversee the execution of fundraising campaigns, and donor engagement Initiatives.

#### **Stakeholder Management and Engagement**

- Develop and maintain strategic partnerships.
- Management and implement the Foundation's Stakeholder engagement framework.
- Develop and implement appropriate stakeholder management tools to support the Foundation's stakeholder engagements.
- Develop and execute donor engagement plans to enhance donor retention.
- Represent the Foundation at key networking events, presentations, and meetings.
- Continue to build a network of funders through active contact and relationship building.
- Participate in the relevant forums, influence, liaise and collaborate with Foundation's partner entities.
- Prepare reports on the effectiveness of the Foundation's stakeholder management strategies and activities.
- Manage the stakeholder deliverables of the Fundraising department.

#### **Talent Management and Development**

- Develop succession plans for the mission of critical roles.
- Manage the performance of team members and conduct performance reviews.
- Provide the team with technical guidance, coaching and mentoring.
- Support the development and career growth of employees.
- Promote the Foundation's values.

#### **Reporting**

- Provide regular updates on fundraising performance, risks, and financial sustainability to the CEO.
- Evaluate the success of fundraising campaigns, including donor engagement, funds raised, and areas for improvement.
- Maintain detailed records on donor retention, engagement strategies, and future fundraising opportunities.
- Prepare and analyse reports, make recommendations, and track progress for each fundraising activity.

#### **Governance and Risk Management**

- Identify and manage all risks within the Fundraising Department.
- Ensure compliance with codes of conduct, policies, procedures, and legislative requirements.
- Provide input into changes to organisational policies and procedures.
- Ensure all fundraising activities comply with legal, tax, and regulatory requirements, including data protection laws.
- Adhere to ethical fundraising principles, ensuring transparency and accountability in donor relation.
- Manage donor expectations, prevent misleading fundraising practices, and uphold the Foundation's credibility.
- Mitigate financial instability by diversifying income streams and ensuring accurate financial forecasting.
- Identify the Foundation's stakeholder management risks, opportunities and threats and advise on appropriate action.

**Education**

- Relevant degree or qualification. Preferably at graduate level.

**Experience**

- Minimum three years management experience, preferable at senior management level
- Experience with donor proposals and reports
- Divers License

**Competency Requirements****Skills**

- Database management
- Analytical and problem-solving skills
- Communication and interpersonal skills
- Stakeholder engagement
- Team leadership and management
- Fundraising strategy development
- Presentation skills
- Negotiation and persuasion

**Attributes**

- Results driven
- High levels of Emotional Intelligence
- Tenacity
- Ability to work under pressure
- Deadline driven
- Integrity and honesty
- Impact and influence

**Technical Competencies**

- Problem Solving
- Motivating and Inspiring
- Adaptability and Resilience
- Teamwork
- Risk and Regulatory Compliance
- Stakeholder Management
- Project Management
- Reporting
- Business and Financial Acumen

**Leadership Competencies**

- Strategic Direction
- Financial Awareness
- People Development
- Lead Change and Manage Ambiguity
- Delegation

Suitable candidates are invited to submit a motivation letter highlighting your suitability to the role, an updated CV and contact details of three work-related referees to [annelie@maraisbutton.co.za](mailto:annelie@maraisbutton.co.za)

Contact will only be made with shortlisted candidates.