



PWC Communications and Fundraising Officer Advertisement

At Pastoral Women's Council (PWC), we are looking to recruit a qualified and experienced communications and fundraising expert to join our highly impactful non-governmental organisation to proactively and creatively drive our communications and fundraising strategies, planning, delivery, and metrics.

PWC is a membership organisation. We are committed to sustainably empower pastoralist women and girls in northern Tanzania to ensure their rights and voices are respected, they are economically empowered, and they have access to quality social services.

We achieve this through partnership and collaboration with local, national, regional and international partners. Together we advocate for resources and facilitate capacity building of our members and their communities, creating opportunities for women and girls to overcome obstacles to their development, achieve self-reliance, and become role models in their community who can advocate for their own needs and priorities.

We encourage any qualified person with a demonstrable interest in this work to apply and become part of the success of PWC and the communities we serve.

Job Title: Communications and Fundraising Officer

Report to: Executive Director

Salary: Dependent upon skills and experience

Location: Arusha.

The Position Description:

The successful candidate will be responsible for creating and delivering engaging, inspiring, consistent communication messages and campaigns. This includes those shared in person, in print, and across social media channels. Such communications will keep staff and stakeholders appropriately informed and engaged with accomplishments, challenges, plans, and development opportunities.

The Officer will also be responsible for coordinating and contributing creatively to fundraising activities. They will seek out potential partners and suitable grant opportunities. They will initiate, coordinate, and collaborate with staff in other departments to prioritize, prepare and submit timely, compelling concept notes, grant applications and budgets that have a high likelihood of success.

The Communications and Fundraising Officer will also be responsible for preparing and sharing communications team weekly work plans and monthly communications Key Performance Indicator (KPI) reports and will capacity build those field and office staff involved in supporting this work.

Reporting to the Executive Director, and working closely with our Programmes, Project Implementation, Monitoring and Finance staff this role will significantly shape the organisational brand and reputation and help drive the long-term sustainability of the organization.

This full-time, permanent role will be based in the PWC HQ in Arusha. It will require significant travel to our rural projects to collect compelling data, stories and images to support our messaging, grant applications and donor reporting.

Key Responsibilities

1. Be a core member of the team, employing analytical and strategic thinking, and advising leadership to make informed decisions from a communications and fundraising perspective.
2. Collaborate with leadership to develop and execute a comprehensive communications and fundraising strategy.
3. Use best practices to devise, share and implement a communications plan, including an editorial calendar, that prioritizes activities and executes on the strategy in a timely manner.
4. Coordinate and collaborate with staff, contractors, interns and volunteers to create, and deliver original compelling communications content and campaigns and respond to enquiries. These will include: a pitch deck; impact reports; newsletters; the website; communications templates; concept notes; grant applications; donor reports and programme updates; donor portals; videography and photography; storyboards and scripts; case studies; impact data analysis; social media channel content; printed materials; and any other communications tools (digital or otherwise) needed to support PWC, its networking partners and its CBO allies.
5. Research and share potential funding partners and suitable grant opportunities that have a high likelihood of success; prepare concept notes and grant applications, coordinate and collaborate with personnel resources from all departments to gather original, accurate and compelling content; submit timely and approved concept notes, grant applications and proposal budgets, according to the granting bodies instructions.
6. Provide management team with a brief weekly roundup from mainstream online media outlets concerning international/regional/national current affairs and stakeholder announcements that affect or may influence the work of PWC.
7. Create and maintain a searchable and easily accessible repository for original images, photographs, videography, and programme narrative pieces (such as case studies and interviews) for future use in communications and fundraising activities.
8. Coordinate third party and media relations including creating and sharing press releases; managing the contact data base and sharing approved communications pieces via the contact relationship management platform.
9. Develop and manage the organization's visual identity and brand by ensuring consistent messaging across all platforms in a way that enhances its reputation and measurably draws new members, allies, and donors to PWC.
10. Provide editorial support for communications pieces prepared by others to ensure accuracy and consistency of messaging and branding. Provide real-time feedback to PWC staff, interns, and volunteers to achieve the same.
11. Use internal communications tools to keep management, staff, interns, and volunteers, appraised of, and inspired by, the impact of PWC.
12. Support, as needed, the coordination, preparation, and delivery of internal and stakeholder meetings (in-person and virtual) including management of a meetings calendar and group communications tools (such as zoom, whatsapp groups etc).
13. Establish meaningful KPIs for communications impact and fundraising success. Analyse communications and fundraising outcomes and impact data. Report monthly on progress

against the KPIs and share insights to optimise strategies to maximum engagement and effectiveness.

14. Regularly solicit, review, and analyse feedback from staff and stakeholders to ensure continuous improvement in communication and fundraising practices.
15. Create and deliver communications and fundraising capacity building trainings across the organization to enhance the overall capacity of PWC to execute on its mission.

Qualifications, Skills, and Experience

- Bachelor's degree in communications, marketing, or a related field is essential.
- 3+ years experience working in communications, public relations or fundraising is a must.
- A proven track record of developing and implementing communications and fundraising strategies and initiatives, including growing engagement and securing new funding sources is essential.
- Leadership experience, preferably in a non-profit organization that promotes the rights, education, economic empowerment or health and wellbeing of indigenous women, is ideal.
- Excellent writing, editing, and communication skills are required, along with strong editorial judgement and the ability to create high-quality, impactful content tailored for target audiences. A meticulous eye for detail is essential, with the ability to write and tailor communications into simple, clear, compelling messages.
- Ability to relate to, motivate and work effectively with, culturally diverse women and men at all levels is essential.
- Ability to think strategically, identify how communications adds value, and adapt plans to optimize efficiency and effectiveness of the team.
- Ability to work in a fast-paced environment and manage multiple projects simultaneously.
- Excellent problem-solving ability, capable of diagnosing problems and designing communications solutions.
- Strong intellectual curiosity – a candidate who is interested in learning new things and expanding their knowledge.
- Fluent in written and spoken English and kiSwahili.
- Expert in use of Microsoft and Google suites of products is a must. Experience using tools for image creation, photography and videography editing, content creation and management, and e-mail marketing is preferred.
- Capacity to work independently as well as part of a dynamic team of field and office-based staff with flexibility to coordinate and participate in activities remotely across multiple time zones is also essential.

Mode of application

Qualified individuals are invited to submit a copy of their most recent Curriculum Vitae and cover letter by **28th June 2024**, to pwctanzania@gmail.com