



JOB DESCRIPTION

Position Title	Communications and Fundraising Manager
Location	Siem Reap – Cambodia.
Administrative Reporting to:	Executive Director
Functional Reporting to:	Board of Directors

1. JOB PURPOSE

The main role of the Communications and Fundraising Manager is to advise upon and implement the 3 years (2017 – 2019) integrated communication and fundraising strategy in terms of awareness raising, recruitment and retention of donors among the agreed target audiences.

2. KEY ACCOUNTABILITIES

Expected End Results	Supporting Activities
Responsible for the <u>steering and implementing</u> of the external communication strategy in order to support fundraising and the recruitment of international volunteers.	<ul style="list-style-type: none"> o Improves the visibility of awareness raising activities through Anjali House website and social media <ul style="list-style-type: none"> ▪ Optimizes www.anjali-house.com visibility and increase number of website users and ranking in the major search engines. ▪ Engages and grows Anjali House’s social media community of supporters (Facebook, LinkedIn) o Responsible for the website functionality, update and security o Conceptualizes, creates and/or commissions the development of communication materials including quarterly e-newsletter, photo essays, videos, blog articles, annual reports in line with the Anjai House graphic guideline. o Develop and run events if/when time for value (visibility and fundraising) is positive.

Responsible for the <u>steering and implementing</u> of the fundraising strategy	<ul style="list-style-type: none"> o Further improve/find new tactics to recruit regular donors o Research potential new funding streams and connect with grant-making institutions/corporates. o Complete grant proposals o Responsible for the reporting to the existing donors (Institutions/Corporates/Foundations/Major donors) o Create, implement creative fundraising campaigns (online) o In collaboration with the Volunteers Coordinator, further improve and develop activities to engage international volunteers in fundraising (“Ambassador Program”). o Build up and maintain relationship with Corporates, Foundations and major donors. o Maintain the main online database of donors/supporters
Responsible for monitoring and evaluation of communications/fundraising activities.	Provides quarterly and yearly analysis of performances of digital activities highlighting the impact and outreach as well as formulating strategic improvements (also against KPIs)
Management	<ul style="list-style-type: none"> o Recruit and coach interns and volunteers for the Communications and fundraising department. o Supervises, supports and sets clear attainable objectives for all members of the Communications and Fundraising team.
Responsible for the internal communications, representation and relationship building.	<ul style="list-style-type: none"> o Support staff communications including taking the minutes at staff meetings and using Facebook and Google to support staff communication and collaboration o Organise/participate in monthly board calls, write minutes and provide regular updates to the board of Directors on fundraising and communications o Maintain and develop relations with partner NGOs (Angkor Photo Festival, GoPhilantropic platform of NGOS, Think Child Safe movement, etc.) o Conduct visitor tours and manage the visitor’s centre o Manage the official Anjali House email and respond to general inquiries.

3. Key Performance Indicators

- 100% of annual budget fundraised
- 30 regular donors recruited
- 2 corporate/foundation donor recruited
- 4 e-newsletters sent to all subscribers (March, June, September, December)
- Ensure a 25% open rate of the Anjali House e-newsletter
- Ensure more than 16k website visitors in 2018 (Based on benchmark established in 2017)
- Ensures the recruitment of interns/volunteers to work for the Communications and Fundraising department throughout the year

4. Key Interactions (Main)

- Executive Director
- Board of Directors
- Head of Education
- Social Worker
- Volunteer Coordinator
- Local NGOs platform and partners
- Donors/Foundations/Corporates

5. Other Indicative Requirements

Education	<ul style="list-style-type: none"> ▪ Minimum a Bachelor degree in communication or equivalent field.
Relevant Experience	<ul style="list-style-type: none"> ▪ At least 4 years working experience, preferably in communication and/or fundraising in the non-for-profit sector
Other requirements	<ul style="list-style-type: none"> ▪ Strategic minded and results oriented ▪ Ability to manage, coach and train others ▪ High level of integrity and sound judgement. ▪ Fluent in written and spoken English. ▪ French/German/Dutch, a plus. ▪ Available for at least 2 years

6. Compensation

We offer a competitive local salary as well as lunch on workdays at the center. We do not cover relocation expenses, visas, housing, transportation or health insurance.

Please address all applications (CV and cover letter) to info@anjali-house.com

For more information please visit - www.anjali-house.com

Closing Date: March 16th, 2018

Start Date: April 2018