



VACANCY NOTICE

PROGRAMME MANAGER: RESOURCE MOBILISATION AND COMMUNICATION

WORKSTREAM – COMMUNICATION

The successful applicant will report to the Director: African World Heritage Fund and will be responsible for, amongst others, the following:

Primary responsibilities include:

- Drive marketing field engagement from strategy to execution
- Excel in Marketing campaigns execution
- Establish an electronic database in support of all resource mobilisation and communication effort.
- Excel in execution of the promotion of key campaigns
- Sustain the various promos
- Manage and implement the communication plan
- Coordinate all communication actions with stakeholders.
- Conduct research on potential sources of funding, relevant stakeholders and appropriate marketing and communication drives that will facilitate resources mobilization.
- Plan effective communication strategy and compile a communication plan in support of strategic plan of African World Heritage Fund Mobilization.
- Publicity and advocacy
- Resource Mobilization
- Management and Administration.

Professional Expertise

- Relevant Post Graduate Qualification or relevant qualification in Communication / Public
- 3 – 5 years of related experience
- Degree level education or proven relevant marketing experience
- Excellent communication skills; good skills (English)
- Effective presenter with good interpersonal skills
- Classical marketing (Brand Management)
- Trade marketing (channel, retail or partner management)
- Experience in fundraising is highly recommended

Interpersonal Skills (Communication Skills)

- Must have communication skills that have maximum impact, and drive action to enhance the impact of the Unit on the Organisation.
- The incumbent should demonstrate a comprehensive understanding of issues and their varying perspectives, resulting in internal clients/stakeholders buy-in to proposals, which will be aimed at their underlying needs.

Type of work background/experience

- Understands the strategic business processes and dynamics.
- Able to lead the design, implementation and management of specific communication strategies.
- Must have strong leadership skills in order to manage, co-ordinate and lead projects.
- Able to effectively apply deliberate influential strategies or tactics in order to communicate a message, which will lead to achievement of the project objectives through the expression of, clearly expressed ideas, thoughts and concepts in writing and/or using formal presentations.
- Able to make effective presentations in order to influence all the relevant stakeholders (senior and junior levels).
- Able to negotiate over issues affecting the optimal performance, co-ordination and implementation of promotional compaigns.
- Able to build relationships behind the scenes to support the various initiatives internally and externally

CLOSING DATE

The closing date for applications is Friday, 28 November 2008

SUBMISSIONS OF APPLICATIONS

Correspondence will only be conducted with shortlisted candidates

Applications should be submitted online on www.dbsa.org quoting ref No AWHF 0002