



Job Title: Membership, Communications and Fundraising Manager- ACCESS Coalition

Salary (inclusive of benefits): USD 24,000 per annum

Contract: 12 months

Location: Nairobi, Kenya.

Candidate Profile

The Alliance of Civil Society Organizations for Clean Energy Access (ACCESS), a global coalition of civil society organizations and practitioners, is looking for a Membership, Communications and Fundraising Manager to deliver our mission of advocating for people living in poverty to have access to safe, reliable and affordable energy, and for environmentally sustainable and efficient energy systems globally. You will be a dedicated and proactive, Membership Communications and Fundraising manager with excellent written and verbal communication skills, excited about taking the Coalition to the next level. You will have experience in coordinating networks, undertaking communications, networking activities and fundraising. You will be excited about developing and implementing plans to engage target audiences.

Candidate role

The Memberships, Communications and Fundraising Manager will work closely with the International Coordinator (IC), the Host organization (Kenya Climate Change Working Group or KCCWG) and the Coordination Group (CG) of ACCESS. As the Membership, Communication and Fundraising Manager, You will be responsible for delivering on key objectives within the three-year global strategy of ACCESS, related to membership and external stakeholder engagement, communications and fundraising. This will include leading the development and implementation of a strategy for membership development and outreach with Coalition members, as well as a strategy for communicating ACCESS members' work to external actors, as part of the Coalition's wider advocacy strategy. You will also support the International Coordinator with fundraising.

KCCWG is an equal opportunities employer and does not discriminate candidates based on their gender, age, race, origin or nationality.

For further information on ACCESS, see here: www.access-coalition.org. Further information on KCCWG is available here: www.kccwg.org.

Application Process

To apply, send your CV and a short supporting statement (max. of 400 words) outlining your suitability for this role and why this role interests you to: recruitments@kccwg.org.

Closing date for applications is 18th February 2019 (11.59pm EAT).

Background

Founded in 2014, ACCESS has grown rapidly to its current membership of 65 organizations. Most ACCESS members are based in sub-Saharan Africa and developing Asia or are international NGOs with projects and partners in these regions. After successfully securing major new funding, ACCESS is looking for a Membership, Communications and Fundraising Manager to undertake key functions that will enable implementation of a three-year global strategy around advocacy, knowledge and capacity building. The new Secretariat will comprise of the International Coordinator and the Membership, Communications & Fundraising Manager, who will be managed by the International Coordinator. The Secretariat will also work closely with ACCESS regional coordinating organizations based in East, West and Southern Africa, supporting them in their communications, membership outreach and fundraising efforts. The Membership, Communications and Fundraising Manager, along with the International Coordinator will be hosted and supported by ACCESS member Kenya Climate Change Working Group (KCCWG), and the post will be based in Nairobi, Kenya.

Key Responsibilities

Strategic member engagement: 50%

- Develop an internal Member Engagement Strategy for ACCESS, working with the International Coordinator and the Coordinating group
- In line with the ACCESS' International and regional advocacy strategies, develop a communications strategy for engaging external actors, including an analysis of the target external stakeholders/audiences, key moments and intervention points and key messages with regional coordination hubs, working with the IC, CG and Regional Coordinating Organizations (RCOs)
- Work closely with the IC to conduct timely monitoring and evaluation of activities to ensure the communications objectives are met and the strategy is effective
- Actively identify potential new members among CSOs working on related developmental issues in focus countries and regions, and inform them of ACCESS activities
- Manage the membership process for new members to ensure they are easily integrated into the mailing lists, and receive other communications such as newsletters and so on
- Manage databases of members, partners and stakeholders and ensure up-to-date profiles of ACCESS members on the website and internal records of key stakeholders
- Identify and develop opportunities for members to showcase and communicate their work at events, conferences etc
- Upload key publications from members on the website and publicize them through social media etc
- Prepare summary reports on ACCESS activities to be shared with members on a quarterly and annual basis to members and Board.
- Develop an overview document outlining the ACCESS membership profile (including regional distribution, key activities a thematic focus across the membership base)
- Working with the Host Organization (KCCWG), manage the ACCESS website, including regular refreshes and reviews of its effectiveness, as required.
- Where feasible, offer strategic communications advice to members to maximize their advocacy impact.

Strategic communications: 25%

- Ensure regular and effective communication with different external audiences on ACCESS advocacy, learning and capacity building and other relevant member and partner activities using the website, newsletter, mailers and social media

- Working with the International Coordinator, Coordinating Group and RCOs, proactively develop and deliver targeted communications packages for specific ACCESS advocacy events nationally, regionally and internationally, such as workshops, conferences (e.g. SEforALL Forums, AfDB meetings, COPs etc.) including ACCESS press releases, briefings, tweets, blogs, etc.
- Participate actively in online discussions on energy access to popularize the Coalition's work

Institutional support and fundraising: 25%

- Ensure membership and communications strategies are effectively integrated into each of ACCESS' three regional strategies and support delivery of those activities, working with the RCOs
- Provide strategic advice on communications to the Learning and Capacity Building Group as part of its strategy development.
- Support the IC in identification of new strategic communications partnerships to support and scale up ACCESS activities - particularly in focus regions (East, West and Southern Africa)
- Support the IC and KCCWG with identification of new funding opportunities and development of funding proposals, particularly as pertains to outreach and communications activities
- Support the IC and KCCWG in preparation of CG and Advisory Board meeting minutes bi-annual and annual narrative and financial reports

This list of duties and responsibilities is by no means exhaustive and the post holder may be required to undertake other relevant and appropriate duties as required.

Essential Experience and Skills

- Proven experience (minimum three years) in strategic communications/ marketing and stakeholder engagement in the development, energy or other related sectors
- Educated to at least Bachelors' degree level in a relevant field such as mass communication, media, journalism, or in a development/energy field with a communications specialization
- Experience of engaging with organizations from both the Global North and Global South.
- Fluency in English with excellent written and oral communication skills,
- Experience of producing communications packages for a range of different audiences and using a range of conventional and new media.
- Experience of managing databases & online communication tools such as mail chimp, twitter and so on
- Experience of website management and development, including word press and/or similar platforms
- Experience of supporting successful fundraising, including developing funding proposals

Desirable

- Experience of managing communications for a regional or international membership network/coalition
- Expertise in energy access or related fields
- Fluency in French