



## **Head of Fundraising, Marketing and External Communications**

**CIDA City Campus (CCC)**, based in **Johannesburg**, is the first virtually free higher education institution in South Africa, offering holistic education to historically disadvantaged youth who would not otherwise be able to access higher education.

CIDA aims to transform these students into leaders of their communities who will then advance the socio-economic transformation of the country.

Since its founding in 2000, CIDA has developed an innovative education model. It offers a fully accredited Bachelor of Business administration degree. CIDA aims to develop business minded graduates who can think creatively, engage in open dialogue and care about transforming Africa. The institution uses holistic principles of teaching and learning that increases learning effectiveness and which builds a student's confidence and self esteem.

We wish to make the following key appointment:

## **Head of Fundraising, Marketing and External Communications**

This position calls for an experienced manager / director with a proven track record as an accomplished fundraiser, leader and manager at a very senior level. The incumbent should be highly knowledgeable in the development and implementation of fundraising, marketing and communication strategies, plans, systems, policies and procedures for the Institution.

The incumbent is required to provide leadership and strategic direction for the fundraising and communication function; to sustain and expand external funding; optimise the image, and to direct key specialist functions to deliver targeted results supporting the institution's fundraising, marketing, and communications strategy, ensuring all activities are both best practice and leading edge. These specialist functions are Fundraising, Marketing, Partner Relations, Alumni Relations.

### **Key Functions:**

- Expand and diversify strategies to identify, educate, involve and cultivate existing and prospective donors (institutional, government, corporate and individual)
- Review and edit high level funding proposals and reports
- Develop and maintain relationships with major donors. Represents the institution at fundraising and communications gatherings and events
- Work closely with Head of Finance to develop and monitor the annual budget. Works closely with other key internal stake holders to review fundraising and programme goals, plan initiatives and design special programmes.

## ADVERT

- Oversee the development and implementation of a comprehensive brand and communications strategy

### **Essential requirements for the post:**

- A relevant Degree or equivalent qualification in Marketing, Business Administration, Communications or a related field
- Minimum of 5 years' experience in fundraising for NGO's. Should have relevant knowledge and experience in a marketing/communications and/or sponsorship/leadership role.
- Demonstrated experience in successfully managing a team and working on cross-functional projects
- Excellent leadership, project management and management skills.
- Willingness to travel locally and internationally.

### **Enquiries and applications:**

Interested persons are required to forward a detailed CV and motivation letter to: Mrs. Sheetal Kanjee via e-mail: [skanjee@cida.ac.za](mailto:skanjee@cida.ac.za) or fax: (011) 836-1509. Tel: (011)833-8825.

Should you required a detailed job description, do not hesitate to contact me.

Closing Date: 31 August 2010

Please visit our website: [www.cida.co.za](http://www.cida.co.za)

*The University reserves the right not to make an appointment. The University subscribes to the principles of Employment Equity. All applicants with foreign qualifications are responsible to have such verified by SAQA.*