



Vi Agroforestry

## **Role Profile: - Resource Mobilization and Communication Program Officer**

**Title:** - Resource Mobilisation and Communication Program Officer

**Organization:** Vi Agroforestry, Kenya Country Office, Nairobi

**Duration:** Fixed term of 2 years, with possibility of renewal; 6 months' probation period.

**Start Date:** As soon as possible

### **About Vi Agroforestry:**

Vi Agroforestry is a Swedish development organisation fighting poverty and climate change together. The organisation supports smallholder farmer families to lift themselves out of poverty through sustainable agriculture land management (SALM) based on agroforestry. What started as a tree planting initiative in 1983, is today an expert organisation implementing development projects through local partnerships with member-based farmer organisations.

The aim is to reduce poverty, hunger, deforestation, harmful gendered norms, and contribute to increased mitigation, resilience and adaptation to climate change, increased biodiversity and sustainable food systems. Current projects and programmes target smallholder farmer families – especially women, youth, and children – in Kenya, Uganda and Tanzania. The head office in Stockholm, Sweden focuses on fundraising, advocacy, and programme monitoring and evaluation. The regional office in Nairobi, Kenya coordinates operations, advocacy and expertise. Projects and partnerships are managed by country offices in each country.

### **Purpose of the position:**

Vi Agroforestry Kenya is recruiting Resource mobilisation & Communications Program Officer. The position is responsible for improved and increased resource mobilisation in Kenya country office, as well as enhanced visibility of the organisation towards strategic partners, donors, stakeholders, and general public.

The position involves scanning for opportunities, monitoring donor strategies and priorities at the country level in order to anticipate calls for proposals and identify bidding opportunities and leading the process of developing concept notes and project proposals through to submission to target donors. It also involves enhancing visibility of Vi Agroforestry to donors, engaging and building relationship with donors. In addition, the position will lead in building the capacity of country office staff and partner organization on resource mobilization and communication. The role also serves to encourage and support new innovations. We are seeking for an individual who has a passion for making a difference in the lives of people especially the smallholder farming community.

The position reports directly to the Country Manager.

### **Values:**

Vi Agroforestry is a human rights-based organisation. The core values of non-discrimination, meaningful participation, accountability, transparency, empowerment and continued learning



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guide all work – including the work with partners. People are stronger together and sustainable development requires respect for human rights, democracy and the environment. Through all actions, Vi Agroforestry therefore seeks to live by the principles of respect, transparency and together.

### **General Responsibilities:**

- Promote and support the interest of Vi Agroforestry
- Be committed to and contribute to the fulfilment of the Vi Agroforestry strategy.
- Ensure and promote rights-based approach.
- Ensure adherence to Vi Agroforestry policies, guidelines, operating procedures and workplans.
- Ensure compliance to donor requirements.
- Ensure high quality in all operations.
- Be committed to fighting corruption and fraud and always report when there is any suspicion.
- Ensure that gender is mainstreamed, and Gender Transformation is promoted in all our operations.
- Keep abreast with the development in your areas of responsibility.
- Liaise with partner organisations researchers and other relevant stakeholders.
- Contribute to effective cooperation among staff in the global organisation.
- Contribute to a healthy work environment at the workplace.
- Support teamwork and assist each other as needs arise.
- contribute to the development and implementation of risk management plans, work plans and budgets for the country office.
- Keep your manager updated on opportunities and challenges as well as on the progress of your assignments. Make sure to inform your manager well in advance if you have difficulties meeting your deadlines.

### **Key Responsibilities**

#### **R1: Resource Mobilisation**

- Responsible for all resource mobilization activities in the country office.
- In collaboration with Country Manager ensure compliance and implementation of policies, guidelines and other steering documents relating to Resource Mobilization
- Expand donor portfolio development in the country including providing and updating donor mapping and funding opportunity cycle.
- Develop and maintain active and quality working relationships with donors, strategic partners, implementing partners and identify potential consortiums.
- Be responsible for Vi Agroforestry's visibility towards prioritized donors.
- Identify potential partners through networking and work with them to develop concepts in line with the organization's strategic objectives and goal.
- Prepare, present, analyze and evaluate grant concepts, applications and grant agreements/award documents to ensure consistency with Organization goal and strategic objectives.
- Strive to reach the Resource Mobilization (RM) turnover target as set in the Resource Mobilization Strategy and report the progress to the country manager as scheduled.



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- Take lead in and coordinate project development preparation from concept ideation to full proposal submission to donor and handover to implementation team; this will include coordination of country office staff and partners in the application process.
- Facilitate capacity building for country staff as well as partner organization on resource mobilization, proposal writing, strategic networking.
- Provide training on donor guidelines and requirements for all staff – both during the proposal development as well as to the implementing teams.
- Promote Vi Agroforestry's positioning, approaches, technical know-how and skills within the relevant networks with a view to developing consortium frameworks.

## **R2: Communication**

- Oversee quality production of country office related communication materials as per organization guidelines and manual.
- Prepare and conduct communication needs assessment for the country office including projects and programs and general organization communication.
- Integrate communication and advocacy into project proposals and other initiatives.
- Be responsible in Kenya Country office for communication material requests from Regional Office and Head Office.
- Support in postings on social media and website.
- Coordinate in-country Country Office and partner campaigns and special events.
- Develop and produce communication instruments and materials and manage dissemination.
- Promote and disseminate organization advocacy materials for flagship initiatives, publications and campaigns.
- Manage relationships with the press in the country.
- Facilitate knowledge and building and sharing by identifying and synthesizing best practices and lessons learned directly linked to organization goal and strategic objectives.
- Provide training for staff and partners on communication as appropriate.

*Upon request from the country manager, fulfil other tasks at the country office/regional office or department level.*



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## **Required Qualifications**

### **Education**

- Bachelor's degree in a relevant field.
- Project management training desirable
- Additional relevant certification

### **Work Experience**

- Must have at least five (05) years post qualification experience on Grant Management and Resource Mobilization and Communication in an NGO set up/development or related field.
- Prior experience in Environment, Climate change, and Agriculture Sectors are desirable.

### **Other Professional Qualifications**

- Knowledgeable on grant management and compliance issues
- Demonstrable track of resource mobilisation efforts
- Experience working with big donors (EU, SIDA, DFID, USAID, DANIDA, Norad, Embassies and others)
- Good knowledge on common IT tools
- Understanding of the project management cycle.
- Strong network and networking skills
- Exemplary communication skills and experience with branding and visibility
- Knowledge of social media strategies and best industry practices
- Graphic design skills – working knowledge of graphic design and print best practices (InDesign/photoshop)
- Proficient in Microsoft Office, and content management systems
- Ability to document case stories through writing, photography, and videography.
- Strong event management skills to conceptualize, plan and execute an event

### **Languages**

- English
- Kiswahili

### **Personal Competencies**

- Strong management and leadership skills
- Attention to details.
- Strong analytical skills
- Excellent communication skills
- Decisive
- Respectful and transparent
- Collaborative skills
- Strategic and conceptual thinking skills
- Structured
- Self-driven
- Flexible and creative personality

## **How to Apply**

Apply by sending your CV and cover letter indicating your salary expectation to: [recruitment@viagroforestry.org](mailto:recruitment@viagroforestry.org) no later than 29<sup>th</sup> April 2024 with subject heading “**Resource Mobilisation and Communication Program Officer – Kenya.**”



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We look forward to receiving your thoughtful application. Your time in preparing your application is much appreciated, however, only shortlisted candidates will be contacted.

Vi Agroforestry strive for diversity in the organisation and welcome applicants regardless of gender, gender identity or expression, sexual orientation, age, ethnicity, religious belief, or disability.

If you want to alert Vi Agroforestry on suspected discrimination, corruption or other serious misconduct during the recruitment process, do not hesitate to use our whistleblowing system: <https://report.whistleb.com/en/viagroforestry>