

Job Title:	Development and Communication Associate Job Description
Time Required:	Full-time
Location:	Remote USA-BASED
Compensation:	Competitive Salary with Benefits

Asante Africa Foundation ~ Organizational Overview

Asante Africa Foundation is a social impact organization empowering East Africa’s youth to confidently address life’s challenges, thrive in a local and global economy, and catalyze positive change. Our significant success is anchored by the delivery of interconnected educational, life skills and livelihood programs in East African communities that reach rural youth from adolescence through early adulthood. Our specific focus is on gender equitable education. Youth peer-to-peer mentoring, boy inclusion and community, parent and stakeholder engagement. Each of these programs has three intertwined stakeholders to achieve sustainable change: local and national government, community, and the youth themselves. In the USA, Asante Africa Foundation is a 501(c)(3) nonprofit organization. Please visit www.asanteafrica.org to learn more.

Job Description

Asante Africa Foundation seeks a dynamic fundraising and development professional with a passion for advancing youth education, skill development and opportunity creation. The Development and Communications Associate will be a critical part of designing, implementing and tracking marketing and fundraising goals collaboratively to secure the resources necessary to achieve Asante Africa’s mission.

This person will join the Development and Communications Team to grow the fundraising capacity and reach new audiences through strategic communications. This role will focus on growing our mid-level donor base and corporate partnerships while working closely with the development team, programs, and learning and data team to communicate our organizational impact through branded content and storytelling. Collectively, the global fundraising team is focused on growth and achieving Asante Africa’s 2025 revenue goals of 4.2 million USD.

Responsibilities

This role requires strong project management, organizational, and solid communication, research, and writing skills. Superior attention to detail and the ability to meet tight deadlines and juggle multiple requests are critical. A high level of integrity and discretion in handling confidential information and professionalism in dealing with senior leadership is imperative.

Fundraising (50%)

1. Oversee small donor portfolio, increasing individual giving through donor solicitation and stewardship initiatives.
2. Strengthen relationships and grow monthly donor programs and low-to-mid level donor portfolio in coordination with the Director of Development for moves management.
3. Lead the growth of corporate fundraising through identification and direct solicitation of prospects for event sponsorships, crowdfunding campaigns, in-kind, and capital investments.
4. Identify prospects for individual support, conduct prospect research, initiate and conduct direct outreach and solicitation-- independently and/or in partnership with senior leadership.
5. Secure and manage donor-hosted and other events as needed, working with the Development and Communications teams.
6. Serve as a community representative, facilitate presentations for the Development Team, deliver presentations to local businesses and community associations at tabling and outreach events.

7. Secure in-kind contributions for events, programs, and facilities, including identifying and partnering with local community groups and businesses.
8. Build and manage Asante Africa's pipeline of opportunities, identifying viable prospects and performing due diligence on prospects. Prospecting, lead management, lead cultivation are critical elements of this role.
9. Collaborate with the Grants manager and team to Research, identify and apply to relevant grants.
10. Manage day-to-day prospecting, research and relationship activity (calls, emails, meetings).
11. Design customized sponsorship pitch decks, proposals, and packages.
12. Research, identify, and prepare grant applications and prepare partnership agreements.
13. Design and manage a systematic outreach and relationship cataloguing and reporting system in Salesforce.

Communications (50%)

1. Work closely with the Marketing and Communications team to contribute to ongoing story banking to ensure personal accounts of our work in Africa are shared widely and systematically.
2. Monitor media platforms and track relevant thought leaders in the field, promoting opportunities to engage on the global level.
3. Support the Leadership team in preparing for external speaking engagements through researching the venue/event, relevant topics, etc. and propose talking points:
 - a. Develop slide decks, press releases, talking points, or any other necessary collateral for the speaking engagement.
 - b. Draft scripts for speeches and provide coaching/prep assistance to the speaker.
 - c. Coordinate and support needs relating to the engagement, including coordinating schedules, drafting of reports, etc.
4. Develop and manage social media schedule and content to ensure that events, news, and programmatic updates are optimally posted. Ensure that Asante Africa's social media channels are up to date including Twitter, Instagram, Facebook, Flickr, and LinkedIn.
5. Ensure quality and consistent messaging across teams to support brand identity and generate content for diverse platforms including but not limited to website, blogs, insight articles, op-eds, Annual Report, email newsletters, video production, etc.

Qualifications and Skills

Desired Skills and Experience:

- 3-5 years fundraising and communication experience, particularly including events and individual and corporate giving.
- Demonstrated ability to convey information on relevant issues to different audiences.
- Collaborative person who can bring new perspectives and innovative ideas.
- Detail-oriented, self-motivated, and a natural problem-solver.
- Demonstrated ability to convey information on relevant issues to different audiences.
- Commitment to and enthusiasm for youth education, skill building and economic empowerment.

Technical Requirements:

- BA/BS in business, psychology, social services, or related field, or equivalent combination of education and experience
- **Proficiency in the following software programs is necessary for this role:**
 - Microsoft Office 365, including Word, Excel, PowerPoint, Outlook, OneDrive, and SharePoint
 - Project Management Platforms (Trello, Asana, Planner)
 - CRM Platforms - Network for Good preferred (Salesforce, DonorPerfect)
 - Communication Platforms (Constant Contact)
 - Graphic Design Sites (Canva)
 - Websites (WordPress)
 - Analytic Platforms (Hootsuite, Google Analytics)

Compensation

Compensation is competitive and will be determined based on a combination of factors, including level of experience, proven track record and meeting targets. The total compensation package has a base salary and a bonus component.

Our Values

Asante Africa Foundation is committed to being an anti-racist, anti-sexist, anti-neocolonial, and pro-equity organization. We acknowledge that this is an ongoing process and that we will always have more work to do to identify, unpack and interrupt the ways dominance shows up in our organization and our sector.

We place a high value on diversity and the benefits that come from having employees with a wide variety of backgrounds and experiences. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status. Applicants of color and women are strongly encouraged to apply.

To Apply:

Please submit a resume and responses to the three questions below to humanresources@asanteafrica.org with Business Development Associate and Your Name in the subject line.

This is NOT an entry level role. You must have a verifiable proven track record of lead cultivation and successful fundraising for a small organization striving to grow. You will be asked to provide samples of plans and references from those who you have supported in growing the revenue.

1. Why are you interested in this position?
2. What is one reason you think you'd be a good fit for this position?
3. What strengths would you bring to this position?

Please keep total question responses to a maximum of one page. The application deadline is rolling. Interested applicants are strongly encouraged to apply as soon as possible.

Hiring Process

The hiring process will include the following steps:

1. Review submitted applications
2. Conduct 20-minute screening interviews for shortlisted candidates
3. Request that shortlisted candidates submit a practical assessment (designed to take no more than two hours to complete)
4. Conduct skills-based interviews for 3-5 candidates with demonstration materials
5. Request references
6. Conduct final interview if necessary
7. Make offer