



FUCORIRWA

FEDERATION DES UNIONS DES COOPERATIVES RIZICOLES AU RWANDA
FEDERATION OF RICE GROWERS COOPERATIVES IN RWANDA
IMPUZAMAHURIRO Y'AMAKOPERATIVE Y'ABAHINZI B'UMUCERI MU RWANDA
B.P. 4890 Kigali-rwanda - Email: fucorirwa@gmail.com

JOB ANNOUNCEMENT

Job title	Business Development & Partnerships Coordinator
Reports to	President of Board of Directors (BOD) of FUCORIRWA

Federation des Unions des cooperatives Rizicoles au Rwanda: FUCORIRWA

FUCORIRWA facilitates unions in collection of rice harvest and transport of production, negotiates in setting up minimum price, other businesses to improve the lives of members like ;Farmers and create Partnerships with non governmental organizations, banks/MFIs for loans, Social support fund, health insurance, Stakeholders and facilitate in access to agriculture inputs and pesticides, the unions share regulations among cooperative members.

Job purpose

The Business Development and Partnerships Coordinator will play a key role across all the organization's programs to enable the delivery and achievement of fucorirwa goals.

The role holds accountabilities in four major areas: (a) Fund Development (b) Marketing and Promotion (c) Event Planning and (d) Partnerships (e) strategic and actiona planning (f) Business Growth and creations. This position works closely with senior management to ensure the sustainability of the organization by reaching its fund development objectives, and strengthening partnerships to support development goals, skillfully leveraging technology to maintain and attract donors and developing all staff to become fund development ambassadors.

Duties and responsibilities:

The Business Development and Partnerships Coordinator shall work closely with the Board of Directors of Fucorirwateam to create and implement marketing, social enterprise, fundraising and fund development strategies, Business growth and development to accomplish FUCORIRWA vision, commitments, goals, and actions. **To do so, this position:**

- ❖ Identifies critical issues that must be addressed in order to realize the vision and achieve the goals and objectives and sets out strategies to address those issues;
- ❖ Implements, monitors progress and recommends updates to the marketing and fund development strategic plan in ensuring that it supports the achievement of the strategic goals and FUCORIRWA objectives including ongoing sustainability of FUCORIRWA programs and projects;
- ❖ Develops an annual work plan for approval that sets out specific goals and strategies for each fiscal year, tracking against key performance indicators (KPI's);
- ❖ Supports the preparation of board reports outlining progress and board roles in the fund development plan;
- ❖ Works with staff to develop and documents key processes;
- ❖ Ensures the effective utilization of allocated resources;
- ❖ Maintains an exceptional standard of integrity and ethical leadership;
- ❖ Build staff capacity to be fund development champions;
- ❖ Supports the provision of marketing materials and fund development tools for our members, and
- ❖ Promotes FUCORIRWA reputation amongst stakeholders.



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- ❖ Administratively this position works to ensure that FUCORIRWA values, goals, objectives, policies and procedures are met, and provides recommended changes to the Board of Directors of FUCORIRWA;
- ❖ Confidentiality controls are in place; FUCORIRWA marketing and fund development activities are planned, implemented and evaluated; and Short, medium short and long-range goals for unrestricted funding sources are established.

This position also:

- ❖ Stays informed of changes and trends affecting women's and seniors' shelters, violence against women as well as information relating to board and shelter director support;
- ❖ Works with communications to align, develop and deliver key messages in support of various project activities and events; and
- ❖ Works closely with the Board of Directors of FUCORIRWA to identify synergies across portfolios and provide advice regarding sustainability at the leadership level.

(a) Fund Development

The Business Development and Partnerships Coordinator coordinates and is accountable for the funding strategy and coordinating all day-to-day aspects of philanthropic giving and grant resources. **Examples of responsibilities in this area include:**

- ❖ Update and monitor the FUCORIRWA fund development strategy
- ❖ Researches public and private grant sources (agencies, corporations and foundations) to identify sources of restricted and unrestricted funding. Identifying and maximizing access to available grant and resources across the organization
- ❖ Organizes individual donor campaigns (e.g., major donors, direct mail, matching gifts, and board of trustees). Organizes solicitation drives for pledges of ongoing support from individuals, corporations and foundations
- ❖ Solicits and writes proposals in benefits of FUCORIRWA Members
- ❖ Owns the donor engagement cycle, including identification, outreach, cultivation, and stewardship
- ❖ Prepare all correspondences as necessary to support cultivation, stewardship and renewal of all donors
- ❖ Schedules and attends in-person visits
- ❖ Maintain a significant base of community generated revenues and resources to targets set annually with Board of Directors of FUCORIRWA
- ❖ Support and coordinate member focused collaborative fund development activities and campaigns
- ❖ Works with BOD and the staff matters to develop and implement social enterprise models and develop funding-related project
- ❖ Provide recommendations and implement fundraising campaigns for FUCORIRWA

(b) Marketing and promotion

In addition to engaging donors, the Business Development and Partnerships Coordinator conceptualizes the work of FUCORIRWA through a marketing lens – considering factors like environment and competition for service delivery. **Duties under this pillar include:**

- ❖ Drives and reinforces market awareness, positive image and loyalty by leveraging positioning statements in press releases, website copy, blog posts, internal presentations, videos, etc.
- ❖ Consults with FUCORIRWA staff across portfolios about maximizing audience and engagement with a view towards sustainability, Supports marketing of various FUCORIRWA initiatives



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- ❖ Advises the Board of Directors of FUCORIRWA on cultivation of brand identify to attract donors
- ❖
- ❖ Measures the effectiveness of brand, influencers and marketing initiatives and develop insights to optimize campaigns, make recommendations, and track against key KPIs

(c) Event Planning and Implementation

The Business Development and Partnerships Coordinator is responsible in leading the planning and delivery of various FUCORIRWA events including:

- ❖ Fundraising-focused events; kile as expo events etc.
- ❖ Support to Third-party organized fundraising events (including raffles).
- ❖ This position will also collaborate on events in collaboration with Agronomist, Finance Manager and the President of the BOD of FUCORIRWA to integrate development and partnership engagement for those events that have a public awareness and/or public relations focus.

(d) Partnerships

The ability to cultivate strong relationships are foundational to this role. Partnerships are defined as engaged donors, but also third parties who sponsor our initiatives or create funds for FUCORIRWA and/or our members. **Key responsibilities of this position under developing and nurturing FUCORIRWA partnerships include:**

- ❖ Recruits sponsors for various FUCORIRWA projects, events and initiatives;
- ❖ Strategizes and orchestrates methods of approach to institutional donors;
- ❖ Working in collaboration with FUCORIRWA staff, nurtures partnerships by developing appropriate marketing and branding materials and providing timely information to partners to support them to learn about FUCORIRWA and its mission, and to fulfill their commitments to partnership;
- ❖ Honors and implements a timely donor and partner stewardship and recognition program; and
- ❖ Leads the fund-development aspects of FUCORIRWA' data base; regularly monitoring and ensuring it is up to date and maximized for donor and partner relations.

(f) Business Growth and creations:

- ❖ *Oversee and support the development of concept notes and proposals as appropriate in liaison with Finance and Programme teams by managing the bid process, contributing to technical proposal development and budgeting, and developing commercial strategies for bids.*
- ❖ *Excellent negotiation, relationship management and collaboration skills.*
- ❖ *Assist with the development and implementation of strategies for winning business from target clients using appropriate databases, media, industry information.*
- ❖ *Assist with the development and implementation of strategies for retaining and enhancing target clients and other key commercial relationships*
- ❖ *Research new opportunities and assist with the identification and management of opportunities and 'leads' through our internal systems.*
- ❖ *Oversee and manage use of our subscription databases for both market analysis and insights and to assist opportunity generation for key target areas*
- ❖ *Maintain a list of networking events and book staff on these events. Monitor effectiveness*
- ❖ *Liaise with membership organisations and assist with review of value, events, special projects*
- ❖ *Keep up to date with engagement activities, liaising with the partners, and be proactive in offering our engagement opportunities to clients and target clients. Identifying, negotiating and closing new business opportunities.*

Core Job Competencies:

- ❖ Demonstrates outstanding written and verbal communication skills
- ❖ Highly organized and project proposals writing
- ❖ Strategic and action planning experience
- ❖ Cultivates networks, friendly and engaging

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- ❖ Strong knowledge of fundraising tactics and leveraging data bases for fund development
- ❖ Experience successfully using online platforms for fund and partnership development
- ❖ Represents the organization well at all tables, demonstrating maturity and personal mastery
- ❖ Completes projects in a manner that produces quality and timely results
- ❖ Applies strong knowledge of gendered analysis and violence against women

- ❖ Effectively gathers, synthesizes, integrates and interprets multi-faceted information from a wide range of sources and perspectives
- ❖ Establishes and maintains effective working relationships with others
- ❖ Holds themselves accountable, sets high ethical standard for their conduct, strong leader
- ❖ Positively influences conflict identification and resolution through facilitation, negotiation and mediation

Qualifications:

A Bachelor's degree majoring in Economics and Management, Business studies, Business administration and Entrepreneurship Development. Certification in fund development, Intermediate Level of CPA or Stage 3 of CAT would be considered an asset. A combination of education and experience will be considered for applicants with a minimum of 5-10 years combined professional experience and education.

The preferred candidate will:

- ❖ Have excellent written and verbal communications skills
- ❖ Have good visual sense and experience maintaining professional brand
- ❖ Have recent Business and fund development leadership experience
- ❖ Manage multiple simultaneous projects effectively
- ❖ Supervisory skills and having working experience not less than 5 years with NGOs
- ❖ Have working knowledge of Microsoft Office, Social Media, and web-based platforms
- ❖ Writing Project Proposals
- ❖ Be willing and able to travel throughout remote areas of Rwanda in Primary Cooperatives of Rice
- ❖ Be a Rwandan by Nationality
- ❖ Aged Between 30 not more that 39 years old

Working conditions:

This position works from the FUCORIRWA office*. Hours of work are 9hours per day, Monday to Friday, during regular office hours (7:00 - 5:00).

Physical requirements:

This position requires spending significant periods of time working at a computer for project proposals writing, Visiting partners, Field visits and talking on the telephone. Some travel throughout the province is required. Females are encouraged to apply.

How to Apply: Send a covering letter describing your relevant experience and value you would bring to the role and your resume to fucorirwa@gmail.com by April 26th, 2022 at 12:00 PM, for more information call 0788887027/0788829641 .Female are highly encouraged to apply.

Done at Kigali on 15/04/2022

RWAMWAGA Jean Damascene

