



Position: Communications Manager

Expected Time Commitment: 40 hours per week; fully remote

Salary: \$60,000-\$75,000 (based on experience)

Contact: info@kuponafoundation.org

Please note, applicants must be currently authorized to work in the United States on a full-time basis.

Background: Kupona Foundation is a nonprofit organization dedicated to providing high quality healthcare to those who need it most. We focus on Tanzania, a country rich in potential, but severely impacted by extreme poverty, a challenge compounded by one of the highest population growth rates in the world.

Kupona was founded in 2009 to support the Comprehensive Community Based Rehabilitation Tanzania (CCBRT) NGO, a hospital providing specialized healthcare and livelihoods development services in Dar es Salaam and Moshi, Tanzania. From its inception in 1994, CCBRT has become the largest provider of disability and rehabilitative services in the country.

In 2022, CCBRT opened its Maternal and Newborn Wing to add capacity in the city of Dar es Salaam and to overcome major barriers to affordability and accessibility of quality health services. The hospital particularly caters for vulnerable groups of women, particularly women with disabilities, adolescent and teenage girls, and women who have suffered a birth trauma in the past. Currently, CCBRT is focused on scaling the Maternal and Newborn Wing's reach and operations and Kupona is has a heightened focus on supporting those efforts.

Since its inception, Kupona has supported treatment, training, capital projects and organizational development at CCBRT. As with many nonprofits, Kupona scaled back its operations during the pandemic, and is ramping back up to reengage existing donors and expand its donor base in order to provide more life-saving and life-changing healthcare services.

About the Position: Kupona has an opportunity to scale donor fundraising activities in order to mobilize significantly larger gifts, which are urgently needed to support the continuation and sustainable growth of CCBRT's life changing programs, including the new Maternal and Newborn Wing. **Kupona is seeking a communications specialist with a track record of success and an understanding of the international development landscape to provide an immediate injection of energy into our communications and fundraising activities. The Communications Manager will help define a communications and fundraising strategy and recommend changes that will streamline and maximize the impact of communications activities.**

As Communications Manager, you will play a critical role in shaping our communications strategy to develop a robust external presence and increase our engagement with donors and supporters as we strive to mobilize resources for high impact programs in Tanzania. As part of a lean team, you will engage in a varied range of strategic and development-focused tasks and projects and play a pivotal role in the success of a young nonprofit at a tipping point to go to scale.

Reports to: Director of Business Development

Essential Functions:

Communications

- Develop and manage a communications strategy and plan with clear objectives to support KuPona's development strategy and fundraising activities.
- Manage the development and execution of KuPona's social media strategy and support the growth of KuPona's online presence. Responsible for content for all digital channels, including website.
- Maintain and manage KuPona mailing lists and other communications databases.
- Coordinate with colleagues at CCBRT in Tanzania to secure compelling content to support communications and fundraising objectives, (data, case studies, program updates, photographs etc.).
- Manage development of press releases/media briefings.
- Carry out proactive, independent research into visibility and engagement opportunities, (e.g., PR/media coverage, executive visibility/networking opportunities, speaking opportunities – time-permitting).
- Coordinate visibility activities with key partners, including at partner events and conferences, to raise the profile of KuPona and our partnerships.
- Support research and preparation for event/conference attendance and speaking opportunities, (e.g., drafting conference abstracts, developing talking points/presentation materials).

Donor Engagement

- Plan and coordinate donor and community engagement campaigns.
- Develop associated materials, (emails, graphics etc.) in line with approved communications plan.
- Lead or support donor/prospect meetings including scheduling, background research, and development of materials and talking points.
- Support planning and execution of fundraising events as needed.
- Manage individual donor administration and stewardship – including maintaining crowdfunding platforms, updating and managing our CRM database (Little Green Light), sending appropriate and timely thank you notes tax acknowledgement receipts, and keeping accurate records.
- Support coordination of field visits for staff, Board of Directors, and donors/supporters as needed.
- Lead development of content, design and publication of KuPona Annual Report.

Grants Acquisition and Management Support

- Assist with opportunity tracking and identification as needed for the Director of Business Development.
- Identify prospective donors and partners and assist with existing institutional partners.
- Support development and submission of proposals, concept notes and other fundraising collateral for institutional partner prospects.
- Coordinate and support reporting for KuPona Foundation donors and partners in the United States.

Minimum Qualifications:

- Bachelor's degree in relevant field, with work experience in nonprofit communications. Donor engagement experience a plus.
- Proficient in Microsoft Office and desktop research.
- Proficient in digital media platforms (Facebook, Twitter, Instagram, LinkedIn, Hootsuite).
- Excellent organizational skills and attention to detail.
- Excellent oral and written communication skills (fluency in English – both oral and written - is critical).
- Excellent research skills.

- Able to operate independently and to take initiative; comfortable adapting to shifting priorities; able to efficiently manage time and effectively manage expectations.
- Open minded and culturally sensitive. Able to navigate diverse cultural landscape and build productive working relationships with colleagues from diverse backgrounds.
- Positive attitude and passion for Kupona's mission.
- *Preferred:* Experience writing communications, fundraising proposals and reports for an international nonprofit and/or focused on global public health; experience working in/living in a developing country – East Africa ideal; experience in graphic design.

Success factors: Excellent people skills, with keen attention to detail. The role requires resourcefulness in solving problems, and flexibility. You are a strong team player. You are passionate about sustainable international development – especially global health - and the role individuals and institutions can play in creating effective solutions to major global challenges. You take initiative and prioritize well. You can work well independently and will thrive as part of a remote team.

Conditions of Service: Full time, 40 hours / week. Flexible schedule, however must be available most days from 9a to 5p ET. This job is 100% remote and candidate must be available for Zoom meetings scheduled during business hours. Will need to be available to travel nationally and internationally as required (likely travel to Tanzania at least once in first two years of employment. Domestic travel will depend on candidate's physical location). Opportunity to grow with the organization to take on increasing responsibility and an expanding role.

Please apply to info@kuponafoundation.org with a resume, writing sample, and cover letter by March 1, 2024.

Kupona Foundation is an equal opportunities employer.