



Head of Marketing and Business Development (HoMB)

Purpose of the Position:

The Endangered Wildlife Trust's Head of Marketing and Business Development (HoMB) is responsible for developing and implementing the Marketing and Business Development strategy to ensure the best possible exposure and value for the EWT's brand and achieve the EWT's revenue targets for sustainability and growth.

This role conceptualises, designs, and implements the business development unit and marketing/communications plans for EWT and provides strategic guidance to achieve results through the relevant managers and their teams. The HoMB will develop strategic high-level partnerships to deliver on environmental and sustainability targets in line with the EWT strategy and will engage with business partners to develop long-lasting relationships.

The HoMB will be able to lead, manage and inspire teams during good and challenging times, and possess the skills to engage and influence a variety of stakeholders, including donors, trustees, grant-funders, and corporate partners. This role will also conceptualise and implement strategic marketing campaigns which maximise EWT's brand reach and value. The HoMB is a crucial member of our senior management team, reports to the Chief Executive Officer (CEO), and will be ambitious and self-driven, a hardworking and inspirational leader.

1. Key Responsibilities:

- Conceptualizing, developing, and leading the implementation of a marketing and communications strategy to maximise EWT brand reach and enhance the effectiveness of all the EWT's fundraising and communications objectives to achieve our Vision and Mission.
- Leading the development and roll-out of high-quality marketing campaigns aimed at key market segments for best brand reach and income outcomes.
- Developing and implementing a business development strategy that yields the highest possible revenues to sustain the EWT's conservation activities and meet annual budget targets.
- Exploring and strategically analysing innovative financing mechanisms or instruments and develop/conceptualise innovative funding solutions for long-term sustainability.
- Developing strategic partnerships with donors and partners which will deliver on the environmental and sustainability goals of the EWT.
- Engaging high net worth individuals and building long-lasting relationships.
- Developing budgets and achieving budget targets for ongoing growth and long-term sustainability.
- Producing high-quality reports for management and the Board.
- Taking the lead in entrepreneurial activities in line with the strategy to improve existing income streams as well as develop new ones based on commercial opportunities.
- Demonstrating strong analytical abilities to continually steer and adapt strategies and plans as needed to meet objectives effectively and efficiently.
- Ensuring that the EWT brand message is strong and consistent across all channels and marketing efforts.
- Analysing consumer behavior and determining customer personas and use of data to inform decision-making.
- Identifying opportunities to reach new market segments and expand market share.
- Creating reports and information packs, as required, for management and the Board and its subcommittees.
- Maintaining excellent relationships with all donors, partners, colleagues, and associates.
- Leading, and inspiring a team to execute strategies and perform at their best.

2. Minimum Qualifications, Experience, and Competencies Required:

- Degree in business, marketing, or any relevant field.
- Min 8-10 years' experience in a marketing or business development position.
- Min 5 years' Senior Management experience at the executive level, focusing on marketing, business development, and fundraising (or CSI).
- Solid experience in team and personnel management and leadership.
- Previous experience in a senior and strategic role, in a large NGO or medium to large business.
- Previous business development and staff management experience.

3. Personal Attributes and Interpersonal Skills:

- Excellent management and leadership skills
- Strong knowledge of marketing, B2B relationship building, commercial enterprise development
- Outstanding communication (written and verbal) and presentation skills
- Excellent interpersonal and stakeholder management skills
- Strong conflict management and negotiation skills and experience
- Strategically focused with strong critical thinking and reasoning skills
- Entrepreneurial spirit and highly innovative
- Efficient and capable, solutions orientated with a high aptitude for problem solving
- Highly resilient and adaptable
- Ethical, authentic leadership
- A strong ability to 'close' and deliver results

4. Why Work for Us?

By working for one of the most effective conservation NGOs in the region, working for the EWT offers the opportunity for growth, personal satisfaction, and fulfilment. We are a highly congenial organisation with a focus on staff empowerment, individual development, and building strong relationships. This position is based at the EWT head office in Johannesburg and, in line with EWT policies, we offer flexible working hours and arrangements, competitive salary and benefits (in line with our sector), and a chance to be part of a strong team of committed conservationists.

The Endangered Wildlife Trust is an equal opportunity employer.

To apply, please click on the link form <https://forms.office.com/r/dCZdH9Fixv>.

Applicants who have not been contacted within 10 working days of the closing date must please assume that their application was unsuccessful. The EWT reserves the right not to make an appointment. All applications will be treated in the strictest confidence.

Closing Date: 22 August 2022