



THE TABLE MOUNTAIN FUND ("TMF")
TRUST NO: IT890/98
PRIVATE BAG X2, DIE BOORD, 7613
PHYSICAL ADDRESS:
CENTRE FOR BIODIVERSITY CONSERVATION
KIRSTENBOSCH NATIONAL BOTANICAL GARDENS,
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Terms of Reference

Appointment of a Fundraiser to the Living Lands Unit, WWF-SA

The Living Lands Unit (LLU) of WWF-SA seeks to augment its fundraising capacity, with specific reference to the needs of **TMF-WWF Fynbos Programme Partnership**.

This Partnership seeks to fundraise for incentives for landowners involved in contractual biodiversity stewardship, via the **Table Mountain Fund (TMF) Stewardship Fund**, and for the outright purchase of conservation land for conservation, via the **WWF Fynbos Land Fund**.

The TMF-WWF Fynbos Partnership would therefore like to strengthen efforts in these two areas through appointment of a specialist senior fundraiser, reporting to the Manager of the Partnership, focused tightly on Stewardship and land purchase within the Cape Floristic Region (or CFR).

Note that:

- The fundraiser will work within the broader WWF-SA Communications, Marketing and Fundraising (CMF) structure to ensuring alignment, reporting, traffic control and “passports” to international jurisdictions are in place.
- A full-time arrangement is preferred, and a basic remuneration model commensurate with experience, and proven success in fundraising, will apply. A target of at least R6m funds raised per annum will apply, though for the first year a lower threshold could be negotiated. An incentive (or reward) scheme based on accepted practice within WWF-SA, will also apply.
- The contractor will be appointed as an independent contractor, liable to cover all of his/her costs (excepting exceptional charges such as obligatory distant or international travel to meet or present to a donor), with WWF deducting only the statutory deductions required, such as PAYE.

FOUNDER



TRUSTEES: KE TAEUBER (CHAIRMAN), Dr M CADMAN, B KHAN,
KE MAZE, TJ MKEFE, Adv TD POTGIETER, J SMITH, PJ VAN ZYL.





- Whilst a multi-year arrangement is highly desirable, a contract will be concluded initially for one year, with regular evaluation of progress.
- Fundraising activities must be well integrated and coordinated. WWF-SA will provide procedures and strategic priorities regarding the financial needs of the LLU determined in conjunction with the Conservation division.
- The fundraiser will be located within the Living Landscapes Unit and can draw upon the full resources of WWF to deliver on his/her targets. He/she will report to the Manager of the TMF-WWF Fynbos Partnership, located at Kirstenbosch National Botanical Gardens.

Key performance areas:

The fundraiser will be expected to perform in the following areas.

- Conduct marketing Fundraising responsibilities in accordance with WWF-SA's Fundraising and Communications Strategy.
- Develop and implement suitable fundraising strategies and mechanisms to secure funds for the TMF-WWF Fynbos Programme Partnership to enable the Partnership to meet its operational needs, to expand its capital base, and to fund conservation programmes and projects (sinking funds). Funds secured may be in the form of donations, grants, project sponsorship, bequests, auction proceeds, income generated by fundraising events, donations-in-kind, etc.
- Ensure the integration and coordination of fundraising activities within the broader CMF efforts of WWF-SA.
- Discuss and develop proposed marketing and fundraising initiatives and concepts and obtain approval prior to implementation. A thorough evaluation of all risks and resource requirements must be included before an initiative is approved. Monthly reports on all activities must be submitted.
- Develop and submit an annual operational budget for approval according to standard WWF-SA budgeting procedures. Expenditure within this budget will be approved according to normal WWF-SA procedure.
- Promote the effective integration of WWF & TMF's partnership, and joint fundraising message and activities.
- Identify, cultivate, manage and maintain relationships with potential and current donors and sponsors, including major corporate partners of TMF and WWF-SA.
- Manage the administrative needs of the position.
- Ensure that the regular updating and maintenance of the database of all fundraising contacts, including contact reports and fundraising relationships, takes place.



- Endeavour to preserve WWF-SA and TMF's reputation and goodwill at all times.
- Draft, develop and package fundraising products, with the support of the TMF-WWF Fynbos Programme Partnership team, for market.
- Lead the organizing and coordination of fundraising events, and presentations to potential donors and sponsors.
- Engage with partners to develop innovative fundraising models for the Partnership such as the Biodiversity Offsets Fund for TMF.

Qualifications and experience required:

This opportunity is on offer to an appropriately qualified and experienced candidate.

The appointment will require a minimum of 6 years experience in this, or a similar, field.

Proven success in fundraising, preferably within the biodiversity or environmental management sector in South Africa or internationally, is essential.

Demonstrable understanding of the objectives of the Partnership, and the content of the fundraising topics (Stewardship and land purchase within the CFR) are a pre-requisite.

Whilst a tertiary qualification in environmental science is not essential, this would be an advantage.

Further details:

For further information please contact Onno Huyser, ohuyser@wwf.org.za

To apply for this exciting position please send your resume and supporting letter of motivation, to hr@wwf.org.za by close of business 26 October 2009.

Candidates who have received no response within three weeks of the closing should kindly assume that their application has not been successful. WWF-SA reserves the right not to fill this position.