



29 October 2019

AMZA – National Fundraising and Marketing Leader

ROLE DESCRIPTION

AMZA - National Fundraising and Marketing Leader will lead and execute all fundraising events and activities for AMZA and its associate regional chapters and assist the Executive Directors in increasing community awareness of all AMZA programs and activities. He is required to develop a fundraising and marketing plan that meets the AMZA objectives.

Direct all fundraising events, including:

- Solicit sponsorships, donations
- Recruit and train volunteers for events
- Maintain a database of donations and contacts
- Develop marketing strategy and plan for fundraising events

Lead all fundraising activities, including:

- Manage and develop relationships with current and potential donors
- Solicit sponsorships, donations, corporate matching gifts and charitable bequests
- Identify new foundations, corporations and opportunities to cultivate prospective donors
- Maintain an accurate and complete donor and prospective donor database
- Track progress of pending and secured donations
- Assist Executive Director with identifying new grant opportunities
- Develop fundraising and marketing presentations and videos

Develop and implement grassroots marketing to increase awareness, including:

- Develop annual marketing plan
- Write news releases and assist with the quarterly newsletter
- Build and maintain media/marketing database
- Increase social media presence
- Assist with quarterly online newsletter

CANDIDATE REQUIREMENTS

- Must have a passion to serve other men in the pursuit of Authentic Manhood principles.
- Must be willing to commit to a 1 year long agreement.
- Must be able to devote at least 3 hours/week to the cause
- Must have completed volumes 1 to 3 of " 33 The Series " on Authentic Manhood
- Must provide evidence of fundraising and marketing in a non-profit organisation.
- Must reside in the Pretoria Area initially.