About Us

endPoverty (www.endpoverty.org) is a faith-driven non-profit organization partnering with Christian organizations in the least developed areas of the world to enable the hardworking poor to free themselves from the entanglements of poverty. Since 1985, endPoverty has served more than 200,000 small business owners, providing capital, business coaching, and spiritual discipleship. We currently work in Asia (Bangladesh, India, and the Philippines), Africa (Kenya, Zambia, Uganda, and Cameroon) and Central America (Guatemala).

endPoverty’s small, but agile, team selects indigenous partner organizations to develop enduring solutions to hunger, malnutrition, disease, and education through income generating projects. These faith-driven grassroots organizations work within the community to design and implement business solutions that can create quality jobs and end poverty.

The Role: Head of Marketing, Communications and Donor Liaison

Based in endPoverty’s Nairobi office (Kua Ventures), the Head of Marketing will provide leadership for endPoverty’s global brand development and will create and implement endPoverty’s marketing and communication plans. The Head of Marketing will report directly to the Executive Director and will lead a marketing team with the task of increasing endPoverty’s global revenue and brand awareness.

The Head of Marketing will serve as an integral part of endPoverty’s leadership team and will ensure endPoverty’s brand philosophy is embedded all aspects of endPoverty’s operations, programs, and communications.

Key Responsibilities:

Provide leadership to the marketing team in the marketing strategy development and implementation and ensuring all Key performance Indicators are planned for and achieved to satisfaction. The Head of Marketing will develop strong, collaborative relationships with all team members, leading from the front and providing training, oversight, and inspirational spiritual leadership.

Develop trusted and mutually beneficial partnerships with professionals, influencers and corporations to support (advocacy, advisory, branding, and sponsorship) our community of faith-driven businesses around the world. Expand our marketing funnel and acquire qualified leads for fundraising campaigns.

KPI: Monthly donors 5 new partnerships growth year on year

Design and implement three annual fundraising campaigns for faith driven business-minded donors. Create the strategy, messaging, marketing assets, and execute and monitor the campaigns.

KPI: Donor Acquisition 25% growth year on year

Create a monthly donor community that builds trust, increases connectivity and develops ownership among our existing donors.

KPI: Monthly donors 20% growth year on year

Deliver a bi-monthly digital brief that informs and educates our followers with impact stories, industry white papers, program reports and fundraising campaigns. Leverage the digital brief to build trust and increase engagement with potential and current donors.

KPI: Digital brief followers 50% growth year on year
Build and deliver an editorial calendar with creative, inspirational and informative content. Update marketing collateral, including program brochures, presentations, solicitation letters, impact datasheets, presentations, blog articles, website content, overview videos, and photographs of our work.

Leverage digital marketing to generate new leads, build brand reputation and connect to online communities.

We Expect:

- 8+ years’ experience successfully driving customer acquisition and brand marketing;
- Excellent organizational skills, attention to detail and a strong sense of urgency and follow-through, willingness to complete projects with grit, tenacity, and humility;
- Excellent writer, communicator and creative thinker, with an ability to use both data and intuition to inform decisions and solve problems;
- Proven track record of growing a customer base;
- Demonstrable experience creating and overseeing the creation of quality marketing content on a limited budget
- Demonstrated acumen and experience using digital marketing tools and analytics;
- Previous entrepreneurial experience starting and growing a team;
- Degree in Marketing, Communications, or professional qualifications will be an added advantage;
- Strong work and stewardship ethics, ability to deliver excellent work with minimal supervision and limited resources;
- Local applicants from East Africa, i.e. applicants must have all necessary permissions to work in East Africa;
- Ability to commit full-time to endPoverty (40hours/week);
- Mature Christian faith and the ability to lead others spiritually;
- Proven relationship builder with diverse stakeholder groups;
- Availability to travel in Africa, USA and Asia;

We Provide:

- Fair compensation, flexible working hours, plus work travel expenses covered (flights, accommodation, meals and other expenses);
- Opportunity to learn from a global team with rich experience in fighting poverty through entrepreneurship
- Opportunity to work with entrepreneurs driven by their faith, vision and experience in creating sustainable jobs and creating prosperity in East Africa
- Opportunity to be part of the global fight against poverty in one’s own country/region, working in flexible hours and without having to relocate;
- Opportunity to travel to other African countries and other continents, learning from different cultures and people.

INTERESTED?

If you’re interested in this position, email your updated CV, motivation letter, sample portfolio and expected salary in KES/year to peter.fry@endpoverty.org the subject “Head of Marketing, Communications and Donor Liaison Application”. We will be reviewing applications on a rolling basis, so don’t wait to apply.