



**SOS CHILDREN'S
VILLAGES**

VACANCY ANNOUNCEMENT

SOS Children's Villages in Kenya is a member of the SOS Children's Villages International (CVI) Federation. SOS Children's Villages in Kenya is a child-focused Non-Governmental Organization established in 1973 to provide care and support to children who have lost or are at risk of losing the care of their biological family.

The organization's vision is "Every child belongs to a family and grows with love, respect, and security" and its programs are driven by the mission of "building families for children in need, helping them shape their own futures and sharing in the development of their communities". In this regard, the organization works to reduce poverty; increase access to quality education and decent work; reduce inequalities, and build strong institutions in line with Sustainable Development Goals (SDGs) 1, 4,8,10, and 16. This is done through programs that are geared towards addressing the political, economic, health, and socio-cultural root causes of child vulnerability and family separation. The programs focus on Alternative Care, Family Strengthening, Youth Empowerment, Education, Health, Advocacy, and Humanitarian Action.

SOS Children's Villages in Kenya implements programs in five (5) of Kenya's 47 Counties namely Nairobi, Mombasa, Uasin Gishu, Kisumu, and Meru. We seek to recruit suitably qualified person to fill the position of **Digital Officer (1 Position, National Office)**

DIGITAL OFFICER (1 POSITION, NATIONAL OFFICE)

Position Summary:

Reporting to the Head of Fund of Development and Communications, the Digital Fundraiser's primary role is to implement digital fundraising strategies in alignment with the fundraising strategy and priorities set. The Digital Fundraising Officer will play a key role in the Fund Development and Communications Department at SOS Children's Villages in Kenya, overseeing all digital fundraising campaigns and managing digital channels and systems. This position will be responsible for driving online fundraising initiatives from ideation to implementation, leveraging various digital platforms to engage donors and raise funds for the organization.

Key Performance Areas and Main Responsibilities:

Digital Fundraising Campaigns:

- Develop and execute email appeals, social media fundraisers, and online giving events.
- Create compelling campaign content and multimedia assets.

Digital Channel Management:

- Manage digital presence across various channels, optimizing for fundraising purposes.

CMS and CRM Administration:

- Administer Kentico CMS and Salesforce CRM systems, ensuring accurate data management.

Lead Generation and Management:

- Implement strategies to acquire new donors through digital channels.
- Manage and qualify leads for follow-up by the telemarketing team.

Data Analysis and Reporting:

- Monitor and analyze digital fundraising performance metrics.
- Generate reports and insights for campaign optimization.

Formal Qualifications & Experience Requirements

1. Bachelor's degree in Marketing, Communications, Business Administration, or related field.
2. Minimum of 3-5 years of experience in digital marketing, fundraising, or nonprofit communications, with a focus on online fundraising campaigns.
3. Proficiency in digital marketing tools and platforms, including email marketing software, social media management tools, and online fundraising platforms, and web-related software (HTML coding, Photoshop, Illustrator, Premiere Pro, etc.).
4. Experience with content management systems (CMS) and customer relationship management (CRM)

A loving home for every child

- systems, preferably Kentico and Salesforce.
5. Strong analytical skills, with the ability to interpret data, generate insights, and optimize digital campaigns for maximum impact.
 6. Familiarity with marketing tools such as audience analysis, message testing, and surveys.
 7. Understanding of the local fundraising market.
 8. Strong knowledge of fundraising principles.
 9. Proficiency in Google Analytics for tracking and measuring success.
 10. Familiarity with the mobile market, SMS market, PPC, and PPL markets.
 11. Effective presentation and reporting skills.
 12. Strong knowledge of Google Grants.
 13. Project management skills and the ability to advise on effective test programs.
 14. Proven teamwork skills and the ability to network effectively, even in remote work settings.
 15. Excellent communication and interpersonal skills, with the ability to collaborate effectively with cross-functional teams and external partners.
 16. Creative thinking and problem-solving abilities, with a passion for leveraging digital channels to drive fundraising success.
 17. Commitment to the mission and values of SOS Children's Villages Kenya, with a dedication to making a positive impact on the lives of children and families.

Child Protection Policy

SOS Children's Villages Kenya takes (Child safeguarding and Asset safeguarding) very seriously it is your responsibility to ensure you understand and comply with the child safeguarding and Asset safeguarding policies of the Organization. You must sign the Organization's child safeguarding compliance form alongside this Contract. To show your acceptance of the terms of service and the Child safeguarding and Asset safeguarding policies.

Data Protection Policy

At all times, ensure that the personal data of donors, sponsors, SOS Children's Villages in Kenya beneficiaries and their families, co-workers, suppliers, Board members, contractors, and other stakeholders is handled confidentially and by prevailing SOS-Kinderdorf International data protection laws and Kenya's legal frameworks on Data Protection.

How to Apply

If you believe your experience, competencies, and qualifications match the job and role specifications described; send a Cover Letter & updated CV in PDF with details of 3 traceable referees one of which must be an immediate former employer to recruitment@soskenya.org addressed to the **Human Resource Manager** to reach us on or before **14th June 2024**.

Only shortlisted candidates will be contacted

SOS Children's Villages holds strict child safeguarding principles and a zero-tolerance policy for the conduct of sexual harassment, exploitation, and abuse in the workplace and other places where the organization's activities are rendered. Parallel to technical competence, recruitment, selection, and hiring decisions will give due emphasis to assessing candidates' value congruence and thorough background checks, and police clearance reference check processes. SOS Children's Villages is an equal opportunity employer and its Recruitment Policy addresses itself to the core values of best practice, diversity, and equality.