



Limbe Wildlife Centre

A collaborative effort between Pandrillus Foundation and the Government of Cameroon, Ministry of Forestry and Wildlife, MINFOF

*P.O. Box 878, Limbe
Republic of Cameroon*

JOB DESCRIPTION

Fundraising & Communications Manager at the Limbe Wildlife Centre

Employer:	Pandrillus Foundation, Limbe Wildlife Centre
Location:	Limbe, Cameroon
Function:	Marketing/Fundraising/Communications/Assistant Manager
Preferred Hours:	6 days/week
Salary:	A monthly living allowance and a bonus, depending on the amount of funds raised for the centre, are provided
Role:	Supporting the Limbe Wildlife Centre's fundraising, marketing, and communication efforts, including identifying grants and writing proposals, as well as managing digital communications.
Supervisors:	Pandrillus Project Managers
Location:	Limbe Wildlife Centre, Limbe, Cameroon
Time commitment:	Minimum 6 months. 1 year or more preferred. To start as soon as possible.
Housing / food	Free accommodation with cleaning and security services is provided in shared Pandrillus house, with private room , and local food lunches provided during working days.

The Limbe Wildlife Centre

The Limbe Wildlife Centre (LWC) was established in 1993 as a much-needed rescue centre for endangered animals. The centre supports enforcement of Cameroon's wildlife laws by providing a long-term solution for wildlife that has been poached and held illegally, and subsequently confiscated by our government partners. LWC is a collaborative effort between the Ministry of Forestry and Wildlife (MINFOF) and the Pandrillus Foundation, an US non- profit NGO. Public education remains a central pillar of the LWC's work. We conduct an extensive conservation outreach programme, reaching more than 1,500 schoolchildren, 50,000 visitors and 500 community partners each year.



Currently, we provide care for more than 300 animals, of which 189 are primates, including the critically endangered gorilla, endangered chimpanzees, drills and red-capped mangabeys.

At LWC we work tirelessly to ensure the survival of every rescued animal in our care, and if possible, to release them back to the wild, to progress species conservation and to help restore the local ecosystem in a sustainable way. Each year we release many rehabilitated individuals, including vulnerable Home's ringed tortoises and dwarf crocodiles, and have a flagship programme releasing and monitoring endangered African grey parrots.

Core activities

The role will work to **develop communication, marketing and fundraising strategies** as well as **researching funding opportunities, identifying grants, writing proposals, and helping with daily communications** on e-mail, our website, and on various social media platforms under the supervision of the Project Manager. The **Fundraising and Communications Coordinator** will be responsible for implementing these strategies by organising fundraising campaigns both online and in person, helping with digital communications, advocating for wildlife conservation and rehabilitation, identifying and engaging local and international companies in corporate social responsibility, and designing education outreach material. Furthermore, the successful candidate will play a key role in assisting the Project Manager in overseeing the functioning and administration of the Limbe Wildlife Centre and related activities and becoming proficient in project management at the centre and as an acting deputy manager.

Core Responsibilities

- Working with Management to identify grants and write proposals to raise funds.
- Maximising income generation (including income from the Gift Shop) by developing and delivering an effective fundraising and marketing strategy and implementation plan to existing and potential stakeholders; Increasing fundraising event participation.
- Increasing visibility of the missions and activities of the LWC locally and internationally.
- Managing and evaluating marketing and communication activities, building new partnerships, and deepening existing sponsorship/patronage to maximise LWC's charity profile and increase fundraising success and build links with potential and existing supporters.
- Working with the Manager to develop and draft online, email and direct mail campaigns as well as promoting fundraisers through digital media, social media, print and press advertising.



- Managing relationships with, and providing fundraising support, feedback and follow-up reporting to, a wide range of our individual donors and funding organisations.
- Helping to envision, develop and create our campaigns and key events.
- Take responsibility for our website, ensuring it reflects and communicates our activities, events, and campaigns attractively and impactfully, and is fully utilised and up to date.
- Tracking, monitoring, and evaluating the impact of fundraising communications, circulating relevant press cuttings to key staff, and producing monthly statistics on coverage.
- Developing, implementing, and regulating marketing materials and communications that reflect and contribute to our organisational aim, vision, values, and objectives.
- Researching blogs/channels to identify potential collaborative opportunities.
- Contributing to the recruitment and management of celebrity and high-profile supporters, and act as the departmental point of contact for celebrity supporters and agents.
- Being an ambassador for the LWC at any fundraising activity, event, or functions; in official matters, to donors, the press, the Government of Cameroon, and other internal and external stakeholders.

You may also spend your time being involved in:

- Promoting the LWC's aims and objectives continually through good working practice and behaviour.
- Assisting in managing the overall project budget, writing project proposals, and completing annual financial and technical reports.
- Assist in the preparation and implementation of annual work plans and associated budgets and approve related project work plans and budgets.
- Assist in managing, and continuously improving, all day-to-day aspects of the Limbe Wildlife Centre, including ensuring compliance with Cameroonian laws and Pandrillus policies & procedures, managing programme budget and ensuring sound fiscal management.

Skills and Experience Needed

We are looking for a **creative, motivated, enthusiastic, and proactive** individual who is **well organised** and eager to gain insight and experience in **biodiversity conservation communication, fundraising communication and administration**, and **wildlife sanctuary management**. As the Limbe Wildlife Centre, we communicate with **thousands of supporters**: individuals, institutions, and local and international organisations.



- Previous experience working in a similar position, or at least evidence of highly transferrable skills.
- Ability to engage with a diverse range of people in a friendly professional manner, with strong communication and interpersonal skills for developing working relationships in a multi-cultural environment in Africa.
- Some background or education in conservation, marketing and/or communications.
- Motivation and enthusiasm for working on fundraising, grants, and digital communications to promote LWCs mission and values.
- Self-starter, very well organised and a good ability to manage many tasks at the same time.
- An interest in the charity sector and fundraising.
- Creativity, entrepreneurial outlook, and ability to develop high quality marketing and fundraising strategies, including plans, materials, and messages for all fundraising activities, to increase support to the LWC.
- Motivation and passion to participate and help a wildlife conservation programme.
- Conversant in, and enthusiastic about, using and developing social media platforms and website.
- Ability to work well on your own and as part of a team and under the supervision of Management.
- Ability to negotiate, organise, and supervise events both online and in person.
- Excellent written, verbal, editing and communication skills in English, with French also beneficial.
- Ability to "sell" a cause successfully and an appreciation of the communication needs of charity fundraising.
- Ability to work under pressure, meet strict deadlines and manage fundraising administration applications and databases.

What you can gain from the role

- Opportunity for creativity, developing and executing your marketing vision as well as hands-on experience creating media-rich content such as video campaigns, infographics, billboards, posters, website and other marketing and fundraising tools.
- Experience in direct marketing, communications, and fundraising campaigns.
- A chance to develop your research and communications skills in the workplace.
- A chance to learn as part of a small multi-cultural, tight-knit and passionate team.
- An increased understanding and knowledge of the fundraising sector.
- Development of your wildlife and animal welfare project management skills.
- A chance to play an active role in African wildlife conservation.



Application Requirements

Deadline: 20th February 2022

Please send your **CV with a cover letter** to fundraising@limbewildlife.org

Your cover letter should:

- Explain why you feel you should be considered for this post: how you, your skills and your experience fit what we are looking for.
- Why you are interested in this opportunity.
- Your availability and for how long.

*Due to the nature of the work environment around primates, local health facilities, Cameroon entry requirements and the location, **please also state:** your COVID vaccination status (we strongly recommend being vaccinated for this position) and your willingness, if selected, to provide results of TB test, HIV test, and proof of Hepatitis B and Diphtheria/tetanus/Polio up to date vaccinations and health check.

Interviews will likely be carried out in the first half of March.

Regrettably, due to limited resources we are only able to contact short-listed candidates. If you have had no response within two weeks of the deadline, please consider it unsuccessful.

Thank you for your interest in volunteering for the Limbe Wildlife Centre!

