



Management Team Role Profile

Mission

‘Making a difference to the people & wildlife of Africa.’

Vision

The Tofauti Foundation was set up to help wildlife and people in tangible ways which demonstrate the depth and understanding of the real problems on the ground. Keeping nimble, able to adapt and responsive to the direct needs are key to our success. We target isolated communities or ecologically deprived locations with skillsets and infrastructure designed to be an enabler for the existence and relative harmony of wild places. We look to collaborate with likeminded people and organisations who can get the job done. We fundamentally believe that together we can make a difference.

Overall Objectives

- Be a charity in our own right;
- Bringing together a team of highly skilled and committed individuals who can collectively leave a lasting legacy;
- Raise £500,000 annually.
- Develop partnerships with valued organisations to join us on our forward-thinking project implementations and fund-raising associations.

"We do not inherit the Earth from our ancestors; we borrow it from our children" - American Indian proverb

Project Objectives:

- Target one big project execution each year c£30,000
 - 2020 - Water project
 - 2021 - Women's empowerment project
 - 2022 - Food security project
 - 2023 - Oceanic's project
 - 2024 - Reforestation project
- Annual additional tasks of up to four engaging and meaningful projects demonstrating depth across our four impact pillars.
- Be the organisation that people come to for thought leadership and strategic partnerships in order to increase the impact of their own projects.

Partnering with Tofauti

Our objective

We're here to bring people together to make a difference for Africa's wildlife and communities.

Our guiding principle

We think the best way we can help is by building resilience, not reliance, among Africa's people and animals. We think the only way to a lasting solution is to make communities in Africa part of the solution.

We do this by building teams of passionate supporters, expert partners and local people who together can make a difference.

The Role

Head of Communications

The communications role is designed to support Tofauti build their profile and position with key audiences. Running all aspects of our communications strategy you will undertake a range of communications work across a number of communications channels, but in particular digital. The successful candidate will need to demonstrate experience/capability in designing and disseminating high quality publicity materials, to ensure that our vision and mission is communicated effectively, timely and on brand. It is assumed that this role will work in close connection with the Marketing/PR and social channels role.

Your responsibilities will include:

- Planning and producing Tofauti's newsletters, which are set up through Mailchimp and linked to the Salesforce already established CRM system;
- Create & curate conservation articles and website content for internal and external publication;
- Identifying interesting leads, stories or themes and using this to create news stories/blogs/case studies;
- Delivering communication support for Tofauti events;
- Developing and implementing the communications plan;
- Ensure consistent branding is used to maintain and build Tofauti's reputation and work with the Brand & Creator role in driving this through;
- Support the team in planning and developing digital materials;
- Write, edit, and distribute updates and material for the founder member community.
- Receive and respond to inquiries from external parties and followers. Deliver press releases and statements as required.
- Identify brand and supporters that align with the Tofauti ethos and engage with them for collaborative exposure. (Ambassador programme, Alias of Tofauti or brands with associations);
- Monitor and evaluate all activities against goals/milestones and provide monthly Management Information.
- Monitor Follower engagement & satisfaction.
- Attend Committees and meetings.

A basic understanding of the work of the conservation community is highly desirable for this role, and or experience on the African continent.

Operating Rhythm & Expectations

Operating Rhythm

Tofauti's future operating model will be based on and require consistent activity during the course of a month and quarter, this will help to drive our projects and aspirations forward. There will be times of higher engagement needs around promotion of events, and or specific fundraises but these will be discussed and strategised for planning purposes. We will use key performance indicators, trends and data on both our successes and challenges to assist us to identify priorities, issues, opportunities and expectations.

Management team meetings are scheduled monthly, these are important opportunities for each member of the team to update on their activities and progress and discuss challenges and successes as well as gaining support for any issues. The meetings are also an important opportunity to monitor the progress of our initiatives and adjust if necessary, which will allow the management team members to support each other directionally and to take collective ownership of our activities.

The Tofauti management team expectations:

- Honesty and trust are key, so if something needs saying, say it!
- Regularly attend monthly management meetings.
- Be accountable for actions within your area of expertise, and share positives and work on areas.
- Report on deliverables as required.
- Have a vision and know where you want to take your role by creating and maintaining a 12-18 month plan within your area
- Support strategic direction by delivering subject matter expertise.
- Monitor and measure the effectiveness of your own and joint activities.
- Compile and present performance metric reports to the Board where appropriate
- Be a good team player, displaying abilities to work independently or collaboratively with other management team members.
- Always ensure consistent delivery and communication of Tofauti's mission and values.

Tofauti is all about making a difference, but more than that it is about doing it with a smile on your face and getting the job done. We are all looking to contribute to this wider teams' mission and be a part of a growing community which is aligned both in passion and effectiveness. After all this is how we started, having a sense of humour is paramount when working in Africa! While we want to get the job done, we all want to enjoy the learnings and the journey, we would like to welcome you on board...

How to apply

If you would like to join the Management Team at Tofauti, please apply via: tofauti@tofautifoundation.com with your CV and a covering letter explaining why you are interested in this position and why you want to join the team.

Please also provide any relevant examples of your work you would like us to review.