



# DIGNITAS

— dignity through education —



**Dignitas** is a leading education development organization. We use an innovative training and coaching approach to empower schools and educators in marginalized communities to transform students' opportunities. We imagine a world where schools are a vibrant place for all children to develop the skills and strength of character to thrive and succeed.

## Job Description – Business Development Manager

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### Background

**Reports to:** Partnership Development Manager

### **JOB PURPOSE**

Reporting to the Partnership Development Manager, the Business Development Manager's role will include researching, creating and pursuing earned revenue pipelines. The Business Development Manager will be responsible for establishing rapport and building long-lasting partnerships that help Dignitas to build diverse, sustainable income streams. The Business Development Manager will collaborate closely with members across the team to ensure strategic growth of the organization.

### **KEY RESPONSIBILITIES**

<b>Key Task or Responsibility</b>	<b>Expected Outcomes</b>
<b>1. Implement Vibrant Schools' Business Plan for growth in earned revenue through service provision partnerships.</b> a) Map new and existing communities as necessary, and build relevant data sets that will inform program design and implementation. b) Researching organizations and individuals to find new opportunities and develop and pursue a sales pipeline. c) Attending conferences, meetings, and sector events.	<ul style="list-style-type: none"><li>• Vibrant Schools becomes a well-established income stream, covering its own implementation costs, and subsidizing costs of traditionally donor-funded school partnerships.</li></ul>
<b>2. Develop and implement a sales and marketing strategy for Vibrant Schools.</b> a) Develop relevant collateral and online presence b) Plan and implement new marketing initiatives designed to identify and develop new markets and improve sales in existing markets. c) Pursue strategic partnerships with associations, member networks and other forums that will feed into partnership pipelines.	<ul style="list-style-type: none"><li>• Vibrant Schools makes a valuable and attractive offering to the education sector.</li><li>• Vibrant Schools establishes clear and fruitful pathways to partnership for new schools and clients alike.</li></ul>
<b>3. Drive growth and achievement of key business development deliverables, as agreed with Partnership Development Manager</b> a) Develop quotes and proposals for clients that enable sales targets to be reached and delivered on.	<ul style="list-style-type: none"><li>• Vibrant Schools meets sales targets.</li></ul>

## Other Activities

Undertake other duties (within individual competence and capacities) necessary to support the activities of Dignitas, as and when required by line management.

## TERMS AND CONDITIONS OF SERVICE

It is expected that all staff respect Dignitas' values which include:

- Transformation
- Learning
- Empowerment
- Sustainability
- Innovation
- Accountability

## Candidate Profile

### **Qualifications:**

- Bachelor's degree (Education, Business, etc.) preferred
- A minimum of 3 years' experience in a similar environment
- Track record of revenue generation required – building sales pipelines, and realizing significant returns
- Ability to think strategically, drive analysis, and solve problems creatively and effectively
- Strong entrepreneurial skills and the ability to establish and build a wide range of key relationships across the education, business, and government sectors
- Great writing, presentation and communication skills
- Excellent interpersonal, rapport-building, skills

### **Key skills, mindsets, and knowledge to be successful in the role include:**

- Belief that all students can achieve at the highest levels
- Conviction that all school leaders can develop and grow, and dramatically improve learning outcomes of their schools
- A heart for education and the belief that access to a quality education can transform lives
- Self-awareness, integrity, and empathy

### **Dignitas' work environment requires:**

- Ability to thrive in a fast-paced, highly collaborative work environment
- Willingness and ability to give and receive tough feedback
- Dedication to results-orientation

## **Work Location and Remuneration**

The candidate will be based in Nairobi but must have the ability to travel to various parts of Kenya as required (minimal). Salary is commensurate with experience and competitive with the non-profit education sector in Kenya.

## **How to Apply**

To apply for the post, please send a tailored CV and covering letter to [jobs@dignitasproject.org](mailto:jobs@dignitasproject.org), with 'Application for Business Development Manager' in subject line.

Please note that the covering letter should be no more than two pages of A4 and should summarize your relevant skills, experience and motivations for applying and for working with us. It is, therefore, an important part of the application and will be used as part of our selection process.

If you would like a confidential, informal discussion about the role, please contact Dignitas' Executive Director at [deborah.kimathi@dignitasproject.org](mailto:deborah.kimathi@dignitasproject.org)

### **Timeline**

Advertisement: February 7<sup>th</sup>- 21<sup>st</sup>, 2020

First Round interviews: February 28<sup>th</sup>, 2020

Candidates who are successful in the first round of interviews will be asked to complete a task for the Interview Panel. Details will be communicated in due course.