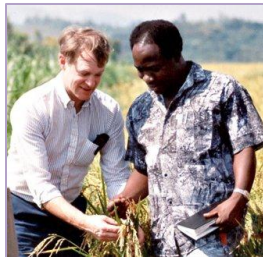




Vice President, Development and Communications Washington, D.C.

About The Opportunity



In the developing world, millions of otherwise ambitious and enterprising people remain trapped in poverty because they lack access to information, skills, or capital. But with the right support, these men and women can harness the power of private enterprise to increase their incomes and improve their lives. This is where TechnoServe comes in. TechnoServe was founded in 1968 by American businessman Ed Bullard with the mission to provide the hardworking rural poor of the developing world with the technologies they need to improve their productivity – hence the name TechnoServe: “Technology in the Service of Mankind.” Ed Bullard believed that private enterprise has the power to transform people’s lives, and that a hand up is better than a handout. Built on that philosophy, TechnoServe empowers people in the developing world to build businesses that break the cycle of poverty.

TechnoServe promotes business solutions to poverty by linking enterprising people to information, capital, and markets. They help entrepreneurs build thriving, sustainable businesses that provide jobs, income, and economic opportunities for poor people. Their programs are designed to develop capacity for individuals and businesses, strengthen market connections, and improve the business environment. This work creates sustainable economic growth that helps poor people improve their lives and secure a better future for their families. Together with their donors, partners, and volunteers, they are creating practical, long-term solutions that lead to transformative change on a global scale.

Over the past five years, TechnoServe has gone through a period of rapid growth and expansion, successfully growing the organization’s budget from \$35 million to \$68 million. In 2011, TechnoServe was engaged with over 2.5 million people and 4,500 businesses that generated over \$315 million of revenues. TechnoServe’s goal over the next five years is to double their impact from current levels, with an emphasis on deepening their impact per beneficiary and strengthening the organization to enable future growth. TechnoServe estimates that doubling impact from current levels will require total annual funding of \$100 - \$110 million by 2017. Despite TechnoServe’s success, the proportion of funds donated on an unrestricted basis – primarily from private donors – has not kept pace with programmatic funding and is currently realizing approximately \$3.5 – \$4 million per year. Increasing private, especially unrestricted, funding has become critical to sustaining TechnoServe’s ability to grow and maximize opportunities to execute its mission.

In order to increase private funding, particularly through increased unrestricted gifts, TechnoServe is seeking a seasoned development professional with deep private fundraising experience to lead the private fundraising, marketing, and communications functions for the organization. The Vice President, Development and Communications will be responsible for supporting and enabling the achievement of TechnoServe’s corporate strategic goals. This individual will be accountable for: (1) ensuring private fundraising goals are achieved for TechnoServe, with particular focus on unrestricted funding; (2) coordinating overall private fundraising strategy and approaches across TechnoServe, including with program development colleagues across all divisions and country programs; and (3) the professional presentation of TechnoServe to the public, potential and current donors, and policy-making bodies. This Vice President will report to the President & CEO and will manage a staff of nine. S/he must be willing to travel domestically and internationally approximately 25% of the time.

About TechnoServe

TechnoServe helps build competitive farms, businesses, and industries in dozens of the world's poorest countries. As an international non-profit, they promote business solutions to poverty by connecting enterprising people to information, capital, and markets. Working across industries with everyone from smallholder farmers to multinational corporations, they work to impart the knowledge and skills that help people create prosperity for their communities. With more than four decades of measurable results, TechnoServe has proven its commitment to the organization's vision: to be the most effective catalyst and partner for transformative, on-the-ground, market-based solutions to poverty.

TechnoServe's success is due to their talented business advisors and volunteers – many of them former management consultants or industry experts – as well as input from strategic corporate partners. Their work begins with rigorous market analysis to identify growth opportunities in each of the countries where they operate.

TechnoServe focuses its efforts in three primary areas:

- ▣ ***Develop Capacity:*** TechnoServe helps individuals and communities acquire skills, share knowledge, and apply the technologies needed to build successful farms and businesses.
- ▣ ***Strengthen Market Connections:*** TechnoServe coordinates among industry players and connects emerging businesses and farms to capital, networks, and suppliers.
- ▣ ***Improve the Business Environment:*** TechnoServe encourages self-sustaining economic activity by addressing the policies, information, and incentives that help markets function better.

TECHNOSERVE'S IMPACT

Since 1968, TechnoServe has helped improve the lives of millions of people in more than 40 countries. Their comprehensive approach has delivered impressive results over the years, with successes in 2011 including:

- 4,570 businesses assisted in more than a dozen industries
- 61,000 employees paid \$20 million in wages
- \$142 million worth of products bought from 447,400 small-scale producers
- \$315 million in revenues earned and \$81 million in profits
- 2.5 million men, women, and children benefited from these income sources (based on five people per family)



About the Vice President, Development and Communications

The Vice President, Development and Communications will be responsible for creating and implementing strategies to increase private funding, including unrestricted funding, which currently represents \$3.5 – \$4 million of the total \$68 million budget. Specifically, the Vice President is charged with increasing unrestricted revenue to \$8 million annually in order to support the goal of increasing total revenue to \$100 - \$110 million by 2017. Working across the organization with staff and senior leaders from various divisions and country programs, the Vice President will advance the TechnoServe mission and raise the organization's visibility through targeted and strategic outreach. S/he will develop a growing number and an expanded community of philanthropic supporters while overseeing the development and implementation of broad-based private fundraising, marketing, and communication strategies.

Fundraising Responsibilities

- Manage the development and execution of a systematic annual private fundraising plan (including revenue targets and budgets), in close coordination with the SVP of Development.
- Coordinate private fundraising with program fundraisers across development and geographic Divisions, as well as donor relationship managers across TechnoServe – with a particular focus on developing and executing proactive fundraising efforts in support of strategic priorities.
- Engage with staff and leaders outside the development and communications departments to identify how best to convey the needs of the organization around its mission and programs.
- Develop and execute strategies to attract new private funders for both unrestricted and restricted funding in the United States, as well as in coordination with TechnoServe Europe.
- Develop private fundraising awareness and skills for relevant staff across TechnoServe.
- Implement specific fundraising activities including but not limited to:
 - Managing the pipeline of all private donor prospects, including specific responsibility for enrollment of new major donors and aggressive, direct pursuit of major donor prospects.
 - Creating and executing effective strategies for upgrading direct mail and annual donors to major gift donors.
 - Supervising planned giving and direct marketing programs (online and offline).
 - Managing and supervising annual fundraising and special campaigns.
 - Supervising all donor special events, including the annual gala.
- Manage and enhance donor relationship management and donor contact management databases, as well as other systems and processes that support the effectiveness of the private fundraising function.
- Assist the President & CEO and senior staff in conducting meetings with high-potential donors.

Communications Responsibilities

- Direct overall communications with all internal and external stakeholders, including donors, partner agencies, other development organizations, the media, staff, volunteers, vendors, consultants, and the Board of Directors.
- Serve as TechnoServe's spokesperson and representative to key individuals and private institutions, making donor-related or publicity calls and effectively promoting the organization.
- Supervise the development, roll-out, and management of TechnoServe's brand and associated communication vehicles and materials.
- Supervise the development and execution of corporate marketing communications strategy, including:
 - Ensuring the creation and development of relevant communication pieces to different private donor audiences, including marketing collateral, website content, social media outreach, etc.
 - Ensuring careful coordination of the marketing and communications plans, activities, and products with TechnoServe's private fundraising activities, including managing effective public relations campaigns.
 - Overseeing management of private sector promotional events and presentations.
 - Overseeing efforts to improve communications capabilities across the organization.

Board Relations and Management

- Assist the President & CEO with Board and Member recruitment and development.
- Coordinate Board meetings, as well as communications and presentations related thereto, in coordination with Office of the President & CEO.
- Facilitate Board Development Committee meetings.
- Engage, train, manage, and support volunteers and board members on fundraising techniques and efforts.
- Recruit and manage fundraising and communications staff, consultants, and volunteers as needed.
- Manage a team of nine, including: Directors of Donor Relations, Major Gifts, and Marketing and Communications.
- Manage a budget of approximately \$2.5 million.



Ideal Experience

The Vice President, Development and Communications will have at least 15 years of successful experience managing development and marketing activities and teams in a U.S.-based non-profit organization. S/he must have a proven track record fundraising across multiple donor channels and using diverse methods, including direct marketing, grant solicitation, capital campaigns, planned giving, and soliciting government donors. The ideal candidate will have a strong background in successful donor relations, as well as a proven ability to identify, solicit, and steward individuals, corporations, and foundations.

- The successful candidate will have an advanced management degree or comparable experience.
- Proven experience in developing and implementing effective fundraising strategies, leading staff, and directing day-to-day activities and operations.
- A comprehensive understanding of institutional development, including campaigns, annual giving, major gifts fundraising, direct mail, planned giving, fundraising information systems, prospect research, stewardship, and related activities.
- Track record as an active and engaged fundraiser willing to be hands-on in all development efforts.
- The ability to conceptualize, plan, and implement a strategic approach to building relationships and securing philanthropic support from individuals: setting realistic goals, developing strategies for prospects, prioritizing activities, soliciting gifts, and orchestrating the involvement of volunteers and senior leadership.
- Proven track record of building a donor base by enrolling new major private donors, corporations, and foundations, as well as increasing realized private funding; able to translate programmatic offerings into a case for support.
- Proven ability to interact confidently and comfortably and build solid relationships with senior executives and board members, as well as high-net-worth donors.
- Demonstrated success in managing and training volunteers and senior leaders on fundraising, including guiding and supporting them through cultivation, solicitation, and stewardship processes.
- A track record as an effective communicator who is articulate and persuasive verbally and in writing.
- Successful track record serving as the spokesperson or public face of an organization.
- Thorough understanding of information technology.

The ideal candidate will possess:

- Commitment to the TechnoServe mission and an understanding of why it makes a difference, with a strong affinity for the organization's work and ability to fulfill the role as a passionate advocate.
- An entrepreneurial approach to developing and executing fundraising strategies.
- Demonstrated team management skills and record as a motivational, engaged, and collaborative leader who fosters a collegial work environment.
- Strong interpersonal and multicultural skills, with proven ability to build relationships across an organization with development, program, communications, marketing, and senior staff.
- Excellent written and oral presentation skills, with the ability to share information readily and concisely; listens as well as gives advice and respects the abilities of others.
- The ability to translate programmatic funding needs into personally meaningful opportunities for donors, as well as the ability to communicate the value proposition for increased giving.
- Charisma and assertiveness as a fundraiser – willing to pursue donors.
- The ability to present him/herself as an articulate, polished, and sophisticated individual.
- Experience interacting comfortably with high-level individuals and groups, including with persons of high wealth and intelligence.
- Strong analytical, organizational, and planning skills, with success as a transformational thinker.
- Strong business acumen and ability to convey data and figures in a concise and meaningful manner.
- Ability to manage multiple deadlines while maintaining a disciplined adherence to program goals.
- A “roll-up-your-sleeves” mentality and willingness to work hands-on in developing and executing a variety of fundraising and communications activities ranging from the routine to the highly creative and visible.
- A creative, innovative, and ambitious approach to diversifying and increasing revenue streams.
- Professional maturity, credibility, judgment, and integrity; able to motivate others in a similar vein.

To Apply

Questions, resumes and CVs should be sent to: search@driconsulting.com.

TechnoServe is an Equal Opportunity Employer.