

DONNAH NJOKI MACHARIA, MPRSK

Country of Origin and Resident: **Kenya**

Gender: **Female**

Date of birth: **17 May 1981**

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BUSINESS DEVELOPMENT | FUNDRAISING & RESOURCE MOBILISATION | GRANTS & PARTNERSHIPS MANAGEMENT | CORPORATE COMMUNICATION & MARKETING

SUMMARY / KEY QUALIFICATIONS

Ms Donnah Macharia has 8 years' experience in resource mobilisation, fundraising, business development, including communication and marketing in the region. She has a proven track record of successful fundraising, donor relationship building, and overall business development and grants acquisition for international organisations in the Eastern and Southern African region. She has vast knowledge of the funding landscape context in the region and has proven experience in securing funding from foundation, corporations including government agencies.

In her current role as the Business Development Manager at Ripple Effect, she leads the development and implementation of fundraising strategies for the organisation. She also conducts account management and implementation and donor reporting for various donor-funded programmes and proposal development coordination with country fundraising and programme managers. She also builds the capacity to the programme funding managers to develop in-country fundraising and resource mobilisation strategies and participates in recruiting funding and communication persons across the offices. She is also the focal point for Africa-led business development initiatives with bilateral donors, foundations, multilaterals and regional organizations within the region. She is currently overseeing fundraising initiatives to expand organisational activities across new target countries.

As a Business Development, Communications and Marketing Officer at MDF Training and Consultancy Eastern and Southern African she coordinated proposal writing, fundraising, communication, and marketing strategy development and implementation, stakeholder engagement and client relationship, in close collaboration with the other regional offices across Africa, Europe (Netherlands and Belgium) and Asia offices. She was also a lead trainer in resource mobilisation and fundraising for various clients. While working at Education Development Trust, she was the Business Development Lead in Sub-Saharan Africa handling donor and stakeholder partnership engagements, business development, and communication initiatives. She also coordinated proposal development for the education programmes in collaboration with the technical teams.

She possesses a strong sense of ethics in fundraising with the ability to manage multiple projects and tight deadlines. Her previous roles have enhanced her expertise on donor mapping/intelligence, scoping, profiling, and other key donor engagement activities. She has exceptional skills in organising relevant outreach meetings, events, and visibility initiatives. She has enhanced her skills interpersonal skills in interacting and communicating effectively with members of a complex organisation from diverse cultural backgrounds. She exhibits strategic leadership, partnership and consensus building while managing and coordinating teams. She brings on board not only her extensive experience in the institutional fundraising market but also a collaborative and team spirit attitude.

RELEVANT EDUCATION & CERTIFICATIONS

Master of Arts degree in International Relations
United States International University - Africa

2022 - Ongoing

Bachelor of Arts Communication & Business Administration and Management
Daystar University

2001-2006

SELECTION MOST RELEVANT EXPERIENCES AND EMPLOYMENT RECORD

Business Development Manager – Regional

Eastern and Southern Africa (Kenya, Uganda, Ethiopia, Rwanda, Burundi, and Zambia)

Ripple Effect International

July 2022 - Current

- Business Development: Directly responsible for promoting existing and helping to develop new businesses for funding. Helps develop and reshape new business models in areas such as social enterprise, carbon markets and social impact investing.
- Account management and implementation – directly working with project teams to ensure compliance to the project's outcomes and outputs. This also includes
- contracting, partnership, and due diligence process management. Directly involved in developing MoU and relevant agreements.
- Donor reporting: Responsible for providing clear time frames for donor reporting for Ripple Effect. Supports other countries with relevant frameworks to help track donor deadlines.
- Donor relations: Holds primary relationship with donor support Ripple Effect within Africa.
- Coordination and communication: Able to connect with country fundraising managers, and UK & US development/ fundraising teams, ensuring good coordination and effective communication to foster team cohesion.
- Training: Facilitates training to Ripple Effect country teams on understanding key donor requirements, key aspects on contract management.
- Communication and Visibility – raising the profile of Ripple Effect in the region through media liaison, engagement. Training staff on media engagement, pitch, communication packs development and storytelling.
- Fundraising strategy: Improves and implements the funding strategy for Ripple Effect. Ensure that the strategy aligns with, and reflects, the overarching organisational strategy.
- Fundraising targets: Directly responsible for meeting the fundraising targets agreed.
- Supports through fundraising managers, the fundraising targets of other countries and working as part of Africa Hub.
- Prospecting: Directly responsible and working with UK and US fundraising insight for identifying and pursuing new funding from a variety of donors that align with our values including, companies, trusts and foundations and investment for the Kenya program and for multi-country opportunities. Provides support as needed to prospecting efforts in other African countries where Ripple Effect works.
- Consortium: Directly responsible for seeking consortium opportunities largely the Kenya country program and supporting Programme Fundraising in the other teams.
- Profile: Directly responsible for improving the profile and brand of Ripple Effect. That includes packaging our work in ways that resonates with donors and prospective donors, providing timely, easily accessible donor intelligence reports and timely alert of new opportunities, facilitating, and coordinating meetings with Ripple Effect Africa Director, Ripple Effect country director with donors.
- Pitching: Supports country and Programme Funding team when required on the development and writing of convincing/compelling technical funding proposals.
- Board involvement: Coordinates and works as needed with Ripple Effect board Resource Mobilisation Committee and attends committee meetings upon invitation.

Business Development, Communication, and Marketing Officer

Kenya, Uganda, Tanzania, DRC, Malawi, Zambia, Zimbabwe, Ethiopia, South Sudan, and Somalia

MDF Training & Consultancy Eastern and Southern Africa

July 2018 – Jun 2022

- Client and stakeholder management including sourcing for new acquisition opportunities and communication with clients and stakeholders.
- Development and implementation of internal and external communication and acquisition and partnership strategies; due diligence partnership processes; contract management.
- Training: fundraising and resource mobilization, communication and marketing.
- Manage all external communications of MDF regional office via the development and execution of strategic communications in collaboration with other regional offices in Europe and Asia.
- Lead email business development and marketing initiatives; managing client database and undertake quarterly audits; manage the email marketing schedule and calendar; strategic message scheduling; analyse program metrics and analytics; and produce monthly reports.
- Manage public relations via preparing and placing press releases to targeted media channels; undertake media and press relations duties; managing media relations in the region.

- Coordinate Research and Information data via coordinating targeted market research studies.

Communication, Membership and Partnership Management

Kenya

Consultant

The Kenya National Chamber of Commerce and Industry.

2017-2018

- Membership recruitment and management including client relationship management.
- Designing and implementing communication strategy and tools for the organisation in order to communicate effectively with relevant audiences/stakeholders.
- Events planning and coordination to ensure proper communication to the respective investors, donor and other targeted key stakeholders.
- Assist in digital communication and marketing including content creation for digital platforms such as websites, social media platforms (Facebook, Twitter, and Instagram, among others).
- Creating visibility for the organisation through its various online platforms and other media.
- Overall business development initiatives with relevant stakeholders during in-country missions.

Communication, Marketing and Business Development Officer

Kenya

Performers Rights Society of Kenya

2016-2017

- Designing and implementing communication strategy and tools for the organisation to communicate effectively with relevant audiences/stakeholders.
- Development and implementation of marketing strategy to build membership base.
- Events planning and coordination targeting the right stakeholders in the entertainment industry and beyond.
- Development of communication and marketing tools for marketing and communication campaigns.
- Digital media management and monitoring including content creation for digital platforms such as the website, social media platforms (Facebook, Twitter, and Instagram, among others).
- Conceptualising, writing, and collaborating on the production of multimedia resources.
- Creating visibility for the organisation through its various online platforms and other media.
- Gathering and producing fresh news stories and feature articles that generate support of the organisation's activities and projects.
- Maintaining a media center for the organisation including a photo bank, e-newsletters, documentaries, and feature articles.

Business Development and Communication Manager – Sub-Saharan Africa

Country

Education Development Trust

2016

- Leading strategic communication planning for Education Development Trust's projects by development of a communication strategy and report writing of the ongoing projects across the Sub-Sahara.
- Documenting disseminating all the projects' results and best practices, success stories and project activities.
- Increasing the visibility of the overall organisation and the projects by developing and publicising communication materials in line with the communication strategy.
- Building capacity of staff in communication skills and practices
- Coordinating communication activities and events for the organisation.
- Improving internal communication through development and circulation of a monthly newsletter, profiling success stories to the staff.
- Developing and maintaining a photo bank and a media center for the organisation and the project activities.
- Undertaking strategic mobilisation of resources and assist in writing proposal, concept notes and budgets in collaboration with the project director.
- Facilitating program development.
- Overseeing donor contract management.

Communications and Public Relations

Kenya

Embu County Government

2013 - 2016

- Formulating and implementing communication Strategy and Policy for Embu County Government.
- Prepare press releases and the governor's speeches.
- Prepare documentaries, features and news relating to the implementation of the County Integrated Development plan, strategic plan in line with vision 2030.
- Coordinates resource mobilisation through such activities as report writing, proposal and grant writing.
- Maintains liaison with investors and development partners both locally and internationally.

- Create and maintain media liaison for the governor's and the entire Executive arm's activities.
- Manage publicity for the governor's functions.
- Ensure online presence of the governor's activities by creating and maintaining county government's social platforms of Facebook, Twitter, and the county's website.

Senior Radio Presenter/Producer

Royal Media Services Ltd

Kenya
2007- 2013

- Researching and preparing the on-air content.
- Organizing and carrying out media campaigns for the station.
- Carrying out live activations for different clients for the station.
- Gathering and writing news and feature materials.
- Presenting news items and live continuity programmes on air.
- Radio production of pre-recorded programs and audio editing.
- Carrying out team building activities in collaboration with other departments.
- Field recording and Scripting of programmes; Translation of programs, classifieds, commercials/promos.

OTHER EDUCATION, CERTIFICATIONS AND SPECIAL COURSES

Result-Based Management

DANIDA Fellowship Centre

August 2023

Inclusive Business

iBAN, GiZ, European Union

May 2023

Fundraising and Resource Mobilization

MDF Training and Consultancy

2021

Writing Winning Proposals

MDF Training and Consultancy

2021

Digital Skills

Google Kenya

2017

Press Release Writing Skills

Business Advocacy Fund

2017

Collective Management of Copyrights and Related Rights

NORCODE Regional Training Programme

2017 - 2018

Client Relationship and Key Accounts Management

Enterprise Management

2017

Communication Strategies and Policy Formulation

US Embassy

2014

MEMBERSHIP BODIES

- Public Relations Society of Kenya – Committee Member, Resource Mobilisation Committee
- African Public Relations Association (AFPPRA) - Committee Member, Resource Mobilisation Committee
- Kenya Association of Fundraising Professionals (KAFFP)
- Business Development Services – Donor Coordination Group (BDCG) – Communication and Partnership Committee Member

LANGUAGE SKILLS

Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
English	1	1	1

OTHER SKILLS

▪ MS Office 365 (Teams, SharePoint, OneDrive, MS Office tools, etc) ▪ Internet Applications ▪ Adobe Creative Studio (Adobe InDesign, Photoshop, and Adobe Premiere Pro) ▪ Cool Edit

References

Available upon request