

A woman with a joyful expression is holding a baby high in the air. The woman is wearing a vibrant, multi-colored beaded necklace. The baby is wearing a light-colored, patterned outfit and a beaded necklace. The background shows a natural, outdoor setting with trees and a clear sky.

BOMA

EXECUTIVE SEARCH FOR

**CHIEF OF DEVELOPMENT
& MARKETING OFFICER**

LOCATION FLEXIBLE



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OUR GOAL:

END EXTREME POVERTY IN AFRICA'S DRYLANDS

BOMA is working to lift 3 million people out of extreme poverty — defined as living on less than \$1.90 per day — by 2027. Our mission is to provide the people and governments of Africa's drylands with economic inclusion programs that increase resilience to multiple crises.

Founded 15 years ago to eliminate extreme poverty among pastoralist women in Kenya, BOMA has since transformed the lives of more than 350,000 women, youth and refugees in multiple countries. BOMA stands out for its focus on last mile populations of the drylands of Africa, who are most at risk to shocks from climate change and COVID-19, tech savvy and data driven approach, impressive graduation rate, and 99% local structure based in Africa.

BOMA's poverty graduation approach — the Rural Entrepreneur Access Project, REAP — empowers women, youth, and refugees by mapping the barriers to overcoming extreme poverty and then implementing a series of sequenced interventions with a defined exit strategy. Upon graduating from REAP, participants report marked increases in wellbeing, resilience to shocks, and quality of life:

147%
INCREASE IN
INCOME

1400%
INCREASE IN
HOUSEHOLD SAVINGS

210%
RETURN ON
INVESTMENT

99.34%
HOUSEHOLDS EATING 2
MEALS/DAY

99%
IN BUSINESS 2
YEARS LATER

OUR APPROACH:

RURAL ENTREPRENEUR ACCESS PROJECT [REAP]

The Rural Entrepreneur Access Project (REAP) is BOMA's original 24-month model that "graduates" families out of extreme poverty through a six-stage process:



TARGETING

Community-led development is — and always will be — part of BOMA's core values. We identify new BOMA participants through a three-pronged approach entailing community consultation, ranking through BOMA's unique targeting tool, and baseline surveys conducted by trained, independent enumerators.

TRANSFER

Each business receives a seed capital grant of \$200 to launch the enterprise. A second, performance-based conditional cash transfer of \$100 is distributed at six months, following a satisfactory progress report by the Mentor. As of 2021, all cash transfers are now done via mobile money.

TRAINING

Mentors provide training and coaching throughout. Financial training sessions cover supply and demand, profit and pricing, record keeping, marketing, savings, borrowing lending, planning for long-term expenses, and investing. Life-skills sessions include household decision-making, the importance of educating children, family planning, natural resource management, and women's rights.

MENTORING

A BOMA Mentor assembles business groups of three qualified women and helps them launch their businesses, then visits each business monthly to provide ongoing support. Mentors are a key aspect of BOMA's program delivery and contribute powerfully to the success of our participants.

SAVINGS

At six months, Mentors assemble 3-5 business groups into savings associations, whose members meet monthly to deposit or withdraw savings. Mentors work with each group and deliver micro-trainings for the remaining 18 months. These savings can prove critical in helping participants weather shocks like drought or disease.

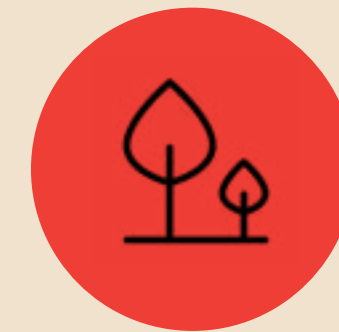
LINKAGES

All BOMA savings groups are registered with County Social Services, facilitating their ability to open a bank account and access formal financial institutions and services. Depending on access, BOMA also helps participants open personal bank accounts. All BOMA participants are provided with a mobile phone and connected to M-PESA, a mobile money-transfer service.

REAP is cost effective and the evidence of impact is clear, with more than 350,000 lives transformed since 2009. Today, BOMA is partnering with governments, NGOs, and research & advocacy organizations to incorporate REAP into social protection and humanitarian response systems to reach three million people across nine countries by 2027. So far, BOMA's basic REAP model has been adapted for nutrition objectives as well as for new populations including refugees and youth.



2021 was a breakthrough year for BOMA, including the adoption of a new strategic plan which will guide our organization through 2027. To achieve the ambitious goals we've targeted, BOMA is embracing the following objectives in coming years:



ADAPTING TO NEW POPULATIONS

BOMA's focus is evolving to emphasize resilience-building programs for vulnerable populations including women, youth, populations impacted by climate change & COVID-19, refugees, and internally displaced persons (IDP's).



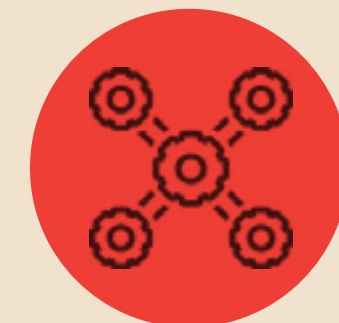
EXPANDING TO NEW COUNTRIES

BOMA is expanding to new countries through Direct Implementation, Government Adoption & Strategic Partnerships. Targeted countries include Nigeria, Chad Ethiopia, and Burkina Faso with strong criteria and rigorous due diligence.



HONING REAP FOR SCALE

To expand at this scale, BOMA will place a new emphasis on Government Policy Influence, outline a structure for Multi-Country Expansion, and pursue the development of a Center for Poverty Graduation and Resiliency Excellence.



BUILDING A DELIVERY STRUCTURE

BOMA's model is being optimized for adaptability and affordability. Areas of focus include reducing per-participant costs, diversifying financial and market linkages, bolstering research and evaluation, and continued innovation through Performance Insights.



INVITING SUPPORT FOR OUR WORK

Mackenzie Scott's investment offers an unprecedented opportunity to invite support from funders. To reach 3 million by 2027, BOMA will need at least \$90 million for program delivery, structural capacity costs, and breakthrough investments.



BOLSTERING TEAM BOMA

BOMA will strive to optimize our "Africa-centric" organization with a highly-effective leadership team and county management teams.



ABOUT THIS ROLE

Reports to: BOMA CEO

Supervises: Director of Communications and Marketing, Major Gifts Officer

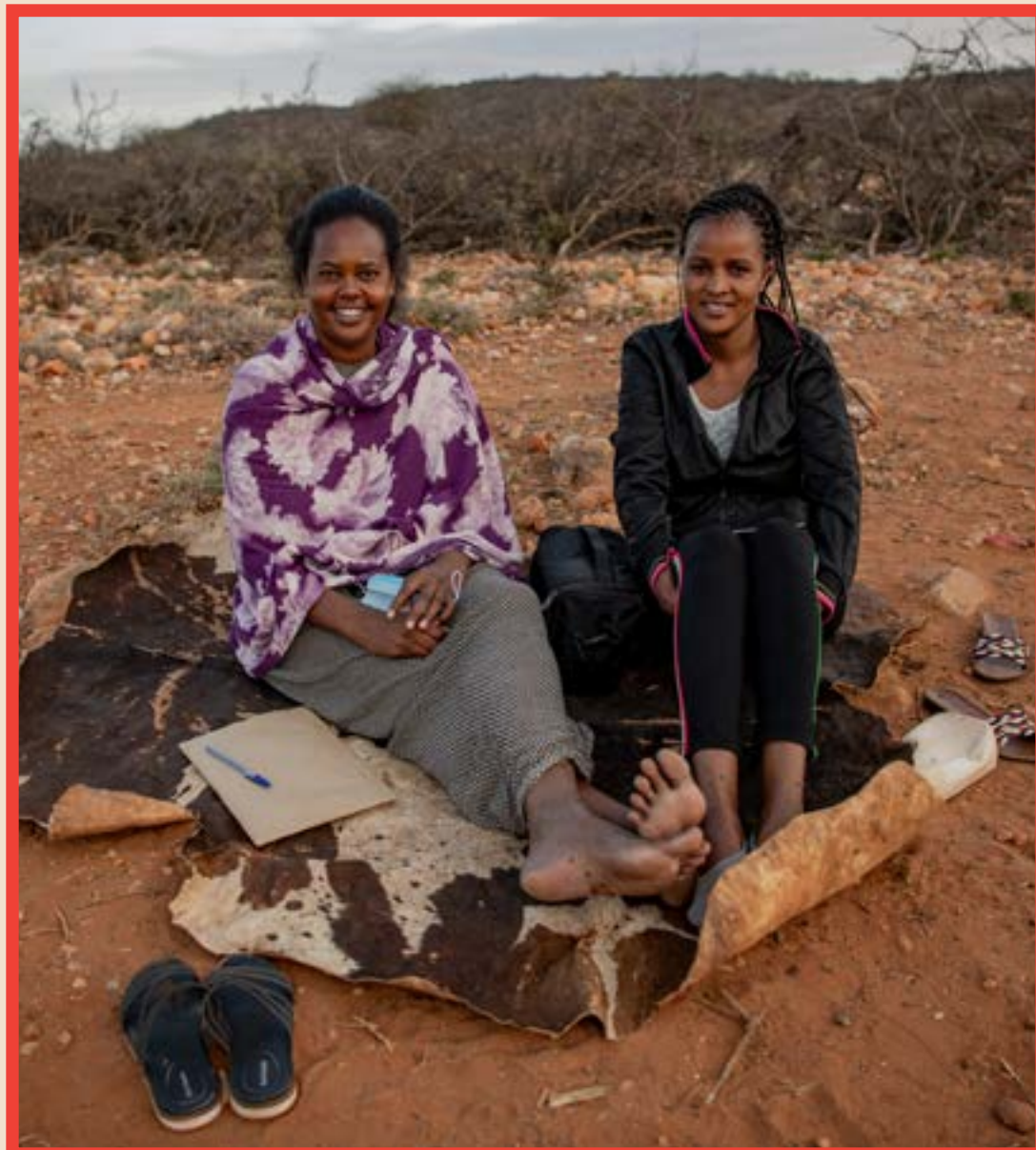
The Chief of Development and Marketing Officer is an expert, strategic functional leader with experience in brand marketing and fundraising. The Chief of Development and Marketing Officer manages all marketing and fundraising functions including Marketing, Communication, and Major Gifts. The CDMO will shape the BOMA brand, positioning BOMA as a leader, influencing the dialogue, agendas, and policies of others, and drive support for BOMAs work. The CDMO also designs and leads the fundraising strategy and is responsible for creating a vision that aligns with and supports BOMA's strategic Plan.

The Chief of Development and Marketing will drive new thinking and ideas that deliver excellence in marketing, communication, and fundraising activities and position the brand to achieve long term growth, while meeting fundraising and brand goals.

As a key leader, the Chief of Development and Marketing represents the organization in public events and media opportunities, and directly supports CEO communications. The Chief of Development and Marketing serves as a member of the Executive Leadership Team (ELT) and is a key contributor to BOMA's strategic direction and is directly involved with the US board of directors, especially regarding fundraising (advancement).

As part of this role, the Chief of Development and Marketing will manage senior staff and is expected to develop and manage a departmental budget.

BOMA is headquartered in the USA and Kenya, this is a global position that can be held remotely. Travel to the USA, Kenya and other countries will be required for meetings with partners, donors, senior staff, and the board of BOMA.



PRIMARY RESPONSIBILITIES

BOMA brand implementation and fundraising to meet the strategic goals of the organization as detailed in the Strategic Plan.

Development: Brand Implementation (30% of total)

1. Partner with BOMA functions and country teams to deliver on global brand strategy, including communications and marketing.
2. Oversee existing tracking efforts of Communication and Marketing teams, including regional teams. Understand how the information is currently captured and utilized and determine best practices for identifying opportunities for engagement.
3. Build multi-dimensional demand creation efforts that support BOMA functions and country teams across all channels. Incorporate opportunities for local relevancy by region.
4. Direct and support strategic executive communication and provide BOMA 'voice' to influence others and drive support for BOMA.
5. Oversees all communication for BOMA, creating goal-oriented communication plans, internal and external content through various channels (print, virtual, broadcast).
6. Define desired digital experiences; oversee BOMA website and consumer journey.

Development: Individual Fundraising (50%)

Individual & Targeted (Absent Technical Proposals) Fundraising:

1. Work with CEO and the leadership team to develop and implement an annual individual donor fundraising plan that produces effective strategies. Those strategies should include realistic targets across a range of revenue streams. Example targets include dollar amount raised; number of recurring donors; number of new donors; increased gift amounts; conversion of one-time donors to monthly recurring donors.
2. Develop and implement innovative strategies and actions plans to attract new donors (including major donors) across relevant demographic and interest/affiliation segments including HNWI.
3. Build and maintain relationships with current funding organizations and provide support or leadership in major donor relationships cultivation and stewarding by the CEO, BOMA board and other leadership staff.
4. Oversee and guide the planning, development, and implementation of donor communications, including special capital campaigns, annual appeal, annual report, newsletters, acknowledgment letters, outreach to major donors, and other material as needed.
5. Oversee and guide the development of special fundraising events and strategies to grow funding from HNWIs, pooled, and innovation funders to 25% of total in 2027.
6. Supervise and oversee the work of Smarter Good and any other staff or consultants supporting institutional (foundation and government) fundraising efforts (shared with Strategic Partnerships)



PRIMARY RESPONSIBILITIES [CONTINUED]

Other duties (5%)

1. Support the CEO and the program teams on the management of strategic and high-value research studies and relationships (e.g., ILRI RCT).
2. Support the CEO and the board through the process of the development, adoption, operationalization, roll out and tracking of the new strategic plan.
3. Support the CEO and the ELT through the process of organizational change-management as the strategic plan, new partnerships and new projects require BOMA's people and systems to work in new ways.
4. Represent BOMA at various public events as requested.
5. Support the CEO, board and other team members in other mission critical needs as identified and prioritized by the CEO for the growth and the benefit of the organization.

Team Development (-10%)

1. Coach senior-level staff to manage and develop high-performance teams and develop and implement program strategies focused on impact and results.
2. Assist senior program managers with information, tools, and resources to improve performance & reach objectives.
3. Promote accountability, communicate expectations, and provide constructive feedback informally and formally via regular one on ones and performance reviews.
4. Create and sustain a work environment of mutual respect where project and regional managers strive to achieve excellence.

As part of the leadership team: (-5%)

1. Support organizational decision-making to reflect BOMA's mission and values.
2. Support BOMA's strategic planning processes and regular performance assessments with a focus on programs.
3. Drive BOMA's effort to deliver on its annual program impact and milestone goals to support scaling.

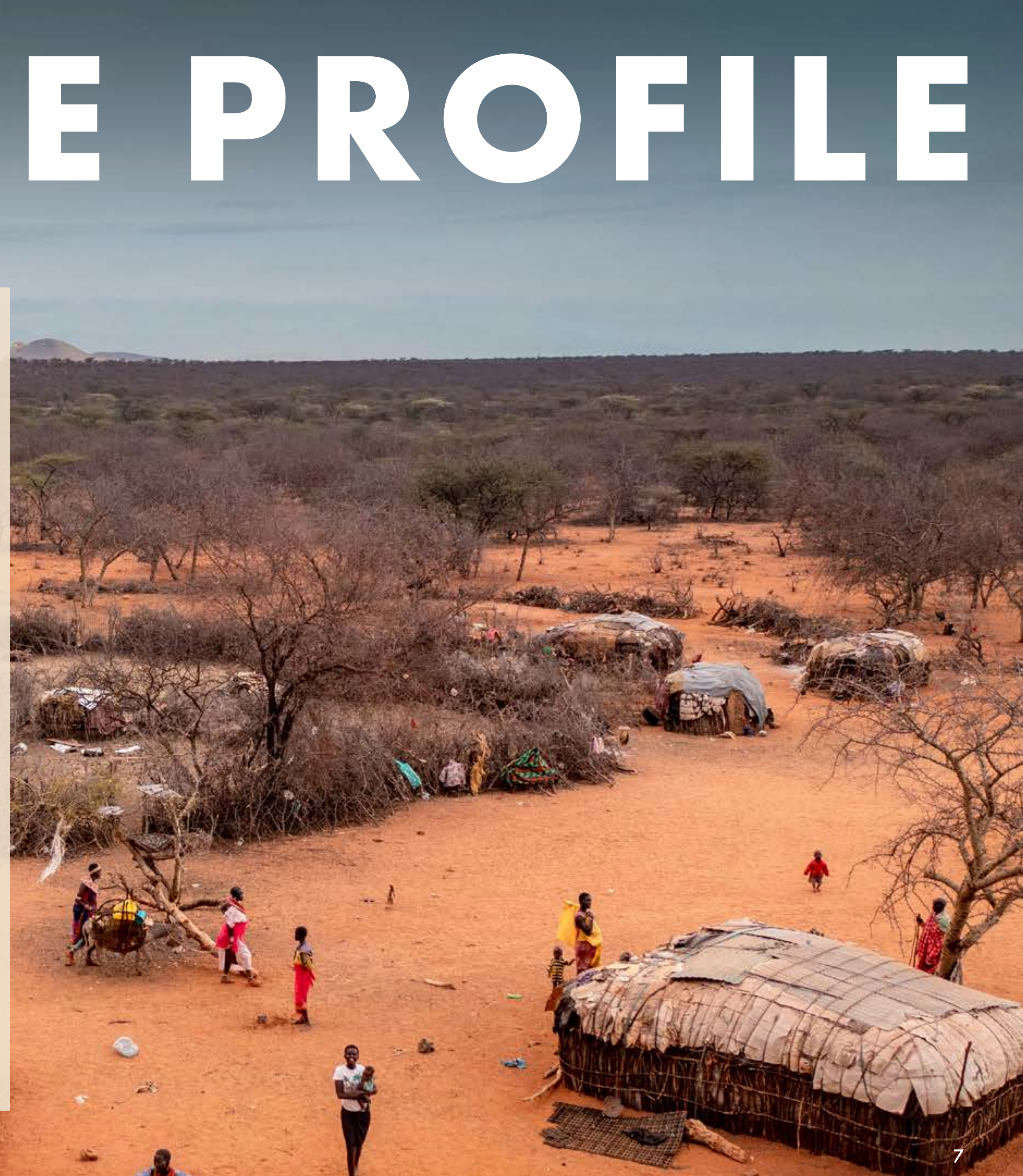
Metrics:

- Brand health & equity
- Fundraising growth
- Campaign reach & impact

CANDIDATE PROFILE

DESIRED QUALITIES

- Bachelor's Degree or equivalent in marketing, social science, management, international development, or another relevant field. Master's Degree preferred.
- 10-15+ years of individual/major donor cultivation, brand stewardship experience, ideally with a nonprofit entity, is required. Experience with global development related topics a plus.
- Proven experience directly raising/generating at least \$2 million dollars in revenue from individuals, corporate relationships, or foundations.
- Demonstrated expertise at creating marketing programs with breakthrough impact and persuasiveness and branding and communications.
- Strong brand building skills, media planning and execution, including social media.
- Proven record of managing and growing individual and corporate donor programs, including building, and supporting teams dedicated to individual and corporate philanthropy, preferably in a nonprofit setting.
- Proven track record in donor relations, including knowledge of major donor requirements and compliance issues.
- Effective leader with proven record of coaching, mentoring, and building diverse, inclusive teams.
- Passion for BOMAs mission and servant leadership with high EQ.
- Demonstrated attention to detail, ability to follow procedures, meets deadlines and work independently and cooperatively with team members.
- Previous experience working in Africa is strongly preferred.
- **Fluency in written and oral English is required.**



MEET THE SEARCH TEAM: SRI EXECUTIVE

SRI Executive is an Executive Search, Leadership and Strategy consulting practice specialising in international development, Global Health, Sustainability, Development Finance and Education sectors. We have partnered with more than 300 organisations to place and support exceptional leaders and develop future-ready strategies that lead to impact. We bring in-depth expertise, an exclusive network and tailored approach to our service so that in Executive Search, organisations are introduced to leaders who have the balance of behavioral and technical skills to succeed in shaping a better world. In Strategy, our teams are purpose-built with globally respected thematic experts who co-create a roadmap to achieve meaningful global change. In enhancing the capability, capacity, and resilience of mission-driven organisations around the world, we know it comes down to people. **We know who it takes to create lasting impact.**



Rokhaya Ndiaye

Lead Consultant
Location: Senegal



Anne Waithera

Research Consultant
Location: Kenya



Bridget Alaimo

Research
Consultant
Location: NY, USA



**Ursula
Gallagher**

Lead Consultant
Location: Ireland



Cherry Ending

Admin Support
Location:
Philippines

We are here to support with queries, updates, and interview preparation throughout this selection process. Please do not hesitate to reach out as needed but know we will be in touch regularly.

PRIVACY POLICY Your privacy is important to us. **You can view SRI Executive's Privacy Policy [here](#).** Thank you in advance for your cooperation.

SRI EXECUTIVE IS EXCLUSIVELY RETAINED BY BOMA TO UNDERTAKE THIS ASSIGNMENT

HOW TO APPLY & KEY STEPS IN THE PROCESS*



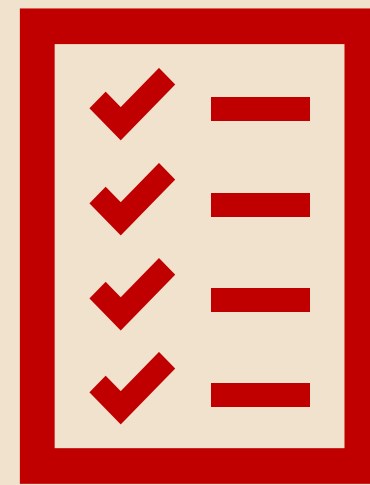
1. APPLICATION

If you wish to be considered for this position, please forward a copy of your CV in Microsoft Word format, along with any relevant documentation to CDMO-BOMA@sri-executive.com on or before **08 April 2022**. All information will be treated in the strictest confidence. We will revert to you as soon as possible when we have reviewed your application.



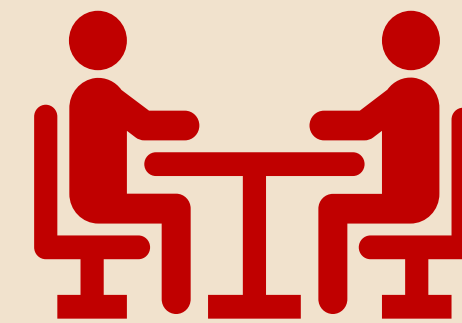
2. SCREENING

During the recruitment process, should you demonstrate sufficient relevant experience, SRI Executive will require your cooperation in completing a **Competency Profile**. You will also be required to participate in several **telephone or video-screening discussions** with the SRI Executive team to ensure there is a clear understanding of the Terms of Reference and to ascertain if there is the appropriate alignment (technical and behavioral) between you and BOMA.



3. SHORTLIST

Based on the screening discussions, SRI Executive will provide a **shortlist of recommended candidates** to BOMA for further review. Suitable candidates to take forward for first-round interview will then be selected by the hiring committee. SRI Executive will contact suitable candidates and arrange interviews.



4. INTERVIEWS

First-round interviews will be conducted by videoconference. Based on the outcome of first-round interview, successful candidates will be invited to participate in a **second-round videoconference**. An **in-person meeting** is highly likely before any appointment will be confirmed.



5. REFERENCES

Please be aware that this appointment will require that you provide us with contact information of **three people who are willing to act as a referee**, including former direct reports. We will not contact these individuals without your expressed permission.



6. FEEDBACK

After you meet with the BOMA team, we will advise you of their **decision** and **provide feedback**. At the selection stage, should you be the preferred final candidate, our client will likely extend to you a letter of intention to offer and that the offer will be subject to a reference from your current employer.

* Please note that this process may be subject to some change.



BOMA

SRI Executive
Search • Strategy • Leadership

EXPRESS INTEREST

APPLY BY APRIL 8, 2022

CDMO-BOMA@SRI-EXECUTIVE.COM

LEARN MORE ABOUT BOMA