TERMS OF REFERENCE (TOR)

BUSINESS DEVELOPMENT OFFICER

Jonica Foundation

1. Background

Jonica Foundation is a Kenyan women and youth-led nonprofit organisation working to improve the well-being and livelihoods of women, girls and young people through community-driven initiatives.

Guided by its four commitments — Inform, Amplify, Equip and Connect — the Foundation works to improve access to health information, amplify the voices of women and girls, strengthen skills and economic opportunities, and build partnerships that contribute to safer, healthier and more resilient communities.

Through programmes such as Mwili Wangu, Sauti Ya Mama, Imarika, Jibu Rapid Response and Jonica Homes, the Foundation responds to different community needs while creating opportunities for meaningful and lasting change.

As the Foundation continues to grow, building strong partnerships, reaching new networks and identifying opportunities for collaboration are important to expanding its work and impact. The Business Development Officer will play a key role in these efforts by connecting the Foundation with relevant organisations, institutions and individuals, and helping turn promising opportunities into meaningful partnerships.

2. Position Details

- **Position:** Business Development Officer
- **Organisation:** Jonica Foundation
- **Department:** Business Development
- **Reports to:** Chief Executive Officer (CEO)
- **Duty Station:** Nairobi, Kenya

- **Working Relationships:** Grants and Fundraising Officer, Programme Team, Communications Team, and Finance and Administration Team.

3. Purpose of the Position

The Business Development Officer will help Jonica Foundation identify and pursue opportunities that support its growth, programmes and long-term work.

The role involves building relationships with potential partners, engaging organisations and institutions whose interests align with the Foundation's mission, and exploring ways of working together. The officer will also work with relevant teams to support partnership development, resource mobilisation and initiatives that increase the Foundation's reach and impact.

4. Key Responsibilities

4.1 Identifying Growth and Collaboration Opportunities

- Identify organisations, institutions and individuals that could work with or support Jonica Foundation.
- Research opportunities that align with the Foundation's programmes, priorities and long-term goals.
- Keep track of promising opportunities and follow up to explore possible areas of collaboration.
- Suggest practical ways through which the Foundation can strengthen and expand its work.

4.2 Building and Maintaining Partnerships

- Establish and maintain positive working relationships with potential and existing partners, donors, institutions and other stakeholders.
- Reach out to organisations and relevant contacts to introduce Jonica Foundation and explore opportunities for working together.
- Organise and participate in meetings, networking events and partnership discussions.
- Maintain communication with partners and follow up on agreed actions and next steps.

4.3 Supporting Resource Mobilisation

- Identify organisations and institutions that may be interested in supporting the Foundation's work.
- Work closely with the Grants and Fundraising Officer to identify relevant funding and partnership opportunities.
- Contribute to the preparation of concept notes, partnership proposals and other documents when required.
- Support efforts to build relationships that may lead to financial or non-financial support for the Foundation.

4.4 Promoting the Foundation's Work and Visibility

- Identify relevant forums, networks, events and platforms where Jonica Foundation can share its work and connect with potential partners.
- Work with the Communications Team to ensure that the Foundation's work and achievements are presented clearly to external audiences.
- Look for opportunities to showcase the Foundation's programmes, experiences and community impact.

4.5 Working with Programme Teams

- Engage programme teams to understand their activities, needs and areas where partnerships could add value.
- Identify opportunities for collaboration that can strengthen existing programmes or support new initiatives.
- Help connect programme teams with relevant organisations and stakeholders where appropriate.

4.6 Reporting and Record-Keeping

- Keep accurate records of potential partners, existing relationships, meetings and follow-up activities.

- Provide regular updates to the CEO on business development activities, progress and emerging opportunities.
- Share recommendations on possible partnerships and areas where the Foundation could grow its work.

5. Expected Deliverables

The officer will be expected to provide:

- A business development work plan based on the Foundation's priorities.
- An updated record of potential and existing partners.
- A list of identified opportunities and progress made in following them up.
- Contributions to partnership proposals, concept notes and other relevant documents.
- Regular reports on activities, progress, challenges and recommendations.

6. Performance Measurement

Performance will be assessed based on:

- The relevance and quality of opportunities identified.
- Progress in establishing and maintaining relationships with potential and existing partners.
- Consistency in following up on partnership discussions and opportunities.
- Contribution to the Foundation's visibility, programme development and resource mobilisation efforts.
- Quality and timely submission of reports and maintenance of records.

Specific targets will be agreed upon with the CEO and reviewed periodically, taking into account the Foundation's priorities and available opportunities.

7. Qualifications and Experience

- Bachelor's degree in Business Administration, Business Development, Marketing, Development Studies, Social Sciences or a related field.
- At least two years of relevant experience in business development, partnerships, stakeholder engagement, resource mobilisation or a related area.
- Experience working with NGOs, nonprofit organisations or development programmes will be an added advantage.
- Experience engaging different stakeholders, building professional relationships and identifying opportunities for collaboration.

8. Skills and Competencies

The ideal candidate should have:

- Good communication and interpersonal skills, with the confidence to engage different people and organisations.
- Strong networking and relationship-building abilities.
- Good research, proposal-writing and report-writing skills.
- The ability to identify opportunities, take initiative and follow through on agreed actions.
- Good organisational and planning skills.
- The ability to work independently while also collaborating with different teams.
- Professionalism, integrity, accountability and attention to detail.

9. Reporting and Working Relationships

The Business Development Officer will report directly to the Chief Executive Officer and work closely with other departments to ensure that partnership and growth opportunities support the Foundation's overall objectives.

The officer will work particularly closely with the Grants and Fundraising Officer, while maintaining a clear distinction between the two roles. The Business Development Officer will focus mainly on building relationships, identifying potential partners, exploring collaboration

opportunities and supporting organisational growth. The Grants and Fundraising Officer will take the lead in grant applications, donor requirements and fundraising activities.

Any formal partnership commitments, financial agreements or institutional representations requiring organisational approval must first be authorised by the CEO or an authorised management representative.

10. Professional Conduct and Organisational Values

The officer is expected to represent Jonica Foundation professionally and uphold its values in all internal and external engagements.

This includes treating colleagues, partners and community members with respect, acting with honesty and accountability, respecting confidentiality, and demonstrating sensitivity to the different communities served by the Foundation.

11. Duration and Review

The duration of the engagement and other terms of appointment will be guided by the employment agreement.

The officer's performance will be reviewed periodically by the CEO against the responsibilities and targets agreed upon.

12. Approval

Prepared by:
HR & Administration Department
Jonica Foundation

Reviewed by: _____

Approved by: _____
Chief Executive Officer
Jonica Foundation

Date: _____