This role profile outlines the responsibilities required at the current time. It is not a comprehensive or exhaustive list and may vary to include other reasonable requests as directed which do not change the general character of the job or the level of responsibility entailed.

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**Job title:** Executive Officer, Watipa

**Key Duties and Responsibilities associated with Indicators:**

1. Coordinate the scholarship review, award and administrative process
2. Lead Watipa’s public relations engagement and profile on social media
3. Oversee the next crowd based fundraising campaign to boost support for the Watipa scholarships

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**Role Purpose**

We are looking for a dynamic, responsible, compassionate, good communicator to join our team.

The purpose of the Executive Officer role is to coordinate the scholarship review, award and administrative process and to lead Watipa’s public relations profile on social media.

In 2017, the sheer volume of applicants we received indicates that our scholarship model taps into an unmet need for aspiring young leaders in low-income countries. The scholarships we provide are flexible, meaning that they cater for young people already part way through their studies or those just starting out. We need the help of a professional, responsible, visionary and hard-working Executive Officer to administer this scholarship programme – so that it grows from strength to strength and provide more life-changing educational opportunities for disadvantaged young people around the world.

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**Management Structure**

The Executive Officer will report to the CEO, Lucy Stackpool-Moore.

The role does not have direct line-management responsibility, however contract management and liaison with consultants, scholars and sub-contractors is part of the day-to-day responsibilities of the role.

In the role you will be working closely with the Board of Trustees, Advisors, and Watipa scholars around the world.

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**Key Duties and Responsibilities**

1. **Coordinate the scholarship review, award and administrative process**
   Responsibilities include communicating regularly with Watipa scholars, overseeing the annual review and renewal process, and coordinating the application and review process for new scholarships to be awarded in 2018.

Key performance indicators relate to the administration of scholarships and scholar satisfaction. Measures include:

- Proportion of payments completed by 31 December 2018
- Proportion of scholars who would promote Watipa
- Average response time to enquiries to Watipa about the scholarship programs

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• Regular personal reflection from Executive Officer about the job done and how to improve

2. Lead Watipa’s public relations engagement and profile on social media
Responsibilities include writing and proof reading content for the Watipa website, generating creative content for social media campaigns on Facebook, Instagram and Twitter as well as maintaining those accounts, developing a social media strategy to support public relations and fundraising, and working with the CEO to create and disseminate a bi-monthly newsletter.

Key performance indicators relate to the promotion of Watipa online and in social media. Measures include:
• Development and implementation of public relations and communications strategy
• Website engagement
• Number of likes and shares on Facebook
• Number of followers on Twitter
• Number of followers on Instagram
• Conversation of social media following to donations
• Conversation of social media following to newsletter subscriptions in support of Watipa
• Regular personal reflection from the team about public relations and new ideas of how to improve

3. Oversee the next crowd based fundraising campaign to boost support for the Watipa scholarships
Responsibilities include developing a crowd and public facing fundraising strategy and campaign using online and other communications approaches and implementing that strategy.

Key performance indicators relate to the amount of funds raised and proportional change from fundraising efforts in previous years. Measures include:
• Development and implementation of crowd based fundraising strategy
• Total amount of funds raised from crowd based fundraising campaign
• Number of donors
• Range of donations (distribution between maximum and minimum amounts)
• Number of repeat donations (recurring monthly, as well as those renewing an annual contribution)
• Geographic spread of donors
• Regular personal reflection from the team about crowd based fundraising and new ideas of how to improve

Key performance indicators and measures will be finalised and agreed between the CEO and the Executive Officer once in the role.