



Opportunity: Chief Executive Officer

About Eco-tourism Kenya

Founded in 1996 as Ecotourism Society of Kenya (ESOK), and later adopting the name Ecotourism Kenya (EK) in 2006, EK was the first ecotourism society in Africa in the fields of voluntary tourism certification, and community asset building through tourism projects. EK is involved in sustainable tourism planning, campaigns, community mobilization and sensitization, product identification and development, and environmental/social audits.

EK enjoys support from the Ministry of Tourism, Kenya Tourism Board and tourism practitioners. It has over the years enjoyed support from development partners including UNDP, NEMA, Tourism Fund, CBI Netherlands, AWF and FORD Foundation. With nineteen years of experience in ecotourism, EK has an intimate understanding of both the complexities and unique opportunities that ecotourism can provide to local populations, the environment, investors and the business of tourism.

Through a strong social, business and environmental awareness EK has been able to cater for its membership and industry. It has provided relevant and practical guidance for attaining sustainable solutions to challenging issues in tourism development to both communities and tourism practitioners.

Equally important has been the creation of lasting partnerships with tourism practitioners and interested parties. EK acts as the confluence of the tourism industry, communities and conservation while promoting responsible management of resources.

The organization has an open vacancy for a chief executive officer at its secretariat. The CEO will be working under the guidance of the EK executive committee to define the organization's strategic vision, and will be accountable for its implementation.

Key roles and responsibilities:

Leadership & management:

- Provide overall leadership in guiding the organization's fulfillment of its mission, including development and revision of its strategic plan and related key strategies or business plans;
- Ensure ongoing programmatic excellence, rigorous program evaluation, and consistent quality of finance and administration, fundraising, communications, and systems; recommend timelines and resources needed to achieve the strategic goals.
- Building a strong and diverse network of collaborators, supporters, and other parties interested in the work of Eco-tourism Kenya, and as a way to leverage resources from aligned organizations and partners.
- Develop, maintain, and support a strong board of directors; serve as ex-officio member of each committee, seek and build board involvement with strategic direction for both ongoing local operations as well as for programmatic expansion.
- In conjunction with the Eco-tourism team, develop, implement, and monitor the annual organizational work plan and any other work plans, as are used to establish and monitor key milestones, outcomes, and deliverables in the execution of Eco-tourism's overall mission and strategic plan.
- Planning & business development.

Fundraising & public relations:

- Expand revenue generating and fundraising activities to support existing program operations while simultaneously building operational reserves.
- Oversee the public relations and marketing strategies to effectively position Eco-tourism Kenya for successful fundraising and expanded revenue generation, including the development of media, and publications for presenting Eco-tourism Kenya's work to the public and particular audiences and articulating the organization's achievements and objectives.
- Build key strategic relationships with diverse allies, collaborators, funders, and others.

Skills & experience:

- 10-15 years of relevant experience and a broad and perceptive technical grasp of conservation, sustainable tourism, and community – led initiatives.
- Strong experience, skillset, and technical understanding of organizational development and/or business development; someone who understands the challenges and imperatives in building effective, high-performing organizations, and who has a proven track record in steering organisations through these challenges.
- Strong organizational diagnostic and analytic skills – the ability to quickly and accurately



understand an organization's strengths, weaknesses, and priorities in a developmental sense.

- Team management experience, with a demonstrated ability to coach direct reports to improved performance.
- Team player willing and able to adapt to the needs of a dynamic and growing organization.
- Experience in nonprofit fundraising and proposal writing.
- Outstanding interpersonal skills in communications, relationship management, and team processes.

Requirements:

Interested applicants must have a college degree in social sciences, tourism, conservation or environmental education, or related field, with good knowledge of tourism trends in Kenya and environmental legislation. Additional professional qualifications and knowledge in global trends in responsible tourism will be an added advantage. The successful candidate will be based at the Ecotourism Kenya offices in Nairobi, with occasional local and international travel.

To apply, send your CV to chairman@ecotourismkenya.org by 30th April 2021.