



## TERMS OF REFERENCE

<b>Position:</b>	Development Program Manager
<b>Reports to:</b>	Director for Operations
<b>Location:</b>	Philippine Eagle Center, Davao City (with field visits and occasional remote work)
<b>Probation:</b>	Six-month probationary period—regular employment is expected upon a very satisfactory performance appraisal

### Role Purpose

The Development Program Manager leads the organization's fundraising, public relations, and donor cultivation strategies to secure resources for protecting the Philippine Eagle. As the Foundation's lead Public Relations (PR) person, you will represent the organization to key stakeholders, media, and the public. You will oversee a small team, collaborate across programs to identify funding needs, and steward high-value partnerships. Your success will be measured using SMART objectives – goals that are Specific, Measurable, Achievable, Relevant, and Time-bound – to ensure clear accountability and progress.

### Narrative of Roles and SMART Objectives

- 1. Team Leadership & Performance:** Guide and support your team by holding weekly huddles and monthly individual check-ins. This fosters alignment, progress tracking, and quick resolution of obstacles.
- 2. Annual Plan Coordination:** Draft a development and communications plan that reflects income, publicity, and brand priorities. Work with program managers to align the plan with institutional needs and secure timely approval from leadership.
- 3. Income Growth:** Oversee and integrate various fundraising strategies (events, merchandise, campaigns) to increase unrestricted income by 20% over 2024 levels.
- 4. High-Value Donor & Partnership Cultivation:** Serve as the main point person for donor recruitment and stewardship. Use the Akubo CRM system to assess and upgrade existing partners – including current eagle adopters – into higher levels of support.
- 5. Trustee Engagement:** Prepare materials and reports for the Board of Trustees, follow up on action items, and lead trustee-initiated fundraising initiatives.
- 6. Elevate Adopt-an-Eagle Donor:** Collaborate with the Fundraising Officer to assess and cultivate existing adopters and secure new sponsorships through targeted outreach and upgrades.
- 7. Public Relations & Communications Oversight:** Act as the Foundation's lead PR officer. Approve key communication outputs and build media relationships to secure at least 8 positive features per year.

**8. Creative Content Strategy:** Guide the creation of a monetization roadmap and infrastructure upgrade plan to support digital revenue generation by 2026.

**9. Cross-Program Coordination:** Work closely with other program managers to identify funding needs and align resource mobilization efforts.

**10. Budget Management:** Draft and monitor the development budget, approve expenses, and maintain variance within 5%.

**11. Administrative Coordination:** Request and track documents from the Corporate Secretary including Secretary Certificates, GIS, and legal confirmations.

**12. Progress Reporting:** Submit quarterly Development Scorecards detailing progress, challenges, and next steps.

#### Key Responsibilities & SMART Objectives

Responsibility	SMART Objective	KPI(s)	Timeline
Team Leadership & Performance	Supervise three officers; hold regular check-ins	100% of huddles/check-ins held; ≥ 90% of team targets met	Weekly / Monthly
Annual Development & Communications Plan	Draft and align plan with program needs; get approval	Plan draft submitted by 15 Nov 2025 Final approval by 15 Dec 2025	Yearly
Unrestricted Income Growth Oversee all fundraising streams	Increase unrestricted income by 20% over 2024 levels. Track revenue sources (events, merch, online, new ideas).	≥ 20% year-on-year growth Monthly dashboard delivered by 10th of each month	Monthly
Donor Recruitment & Partnership Cultivation	Lead recruitment and upgrade strategy.	5 new/upgraded donors ≥ Php 500k; ≥ 80% CRM update compliance	Pilot by Sep 2025; Ongoing
Board of Trustees Engagement Manage trustee relations & projects	Prepare Board packs 7 days before meetings; close 90% of Board action items within 30 days; lead 2 trustee-championed fundraisers raising PHP 1M total.	Packs sent on time ≥ 90% action closure rate PHP 1M raised across 2 projects	As per Board schedule



Elevate Adopt-an-Eagle Donors	Upgrade current adopters and acquire new ones.	20 prospects qualified for a higher tier projects; 15 proposals submitted ≥ 10 new sponsorship agreements signed Sponsorship revenue up 10% year-on-year	Quarterly review
Public Relations Oversight	Serve as PR lead; build media presence	All key inputs signed off; ≥ 8 media stories/year	Ongoing
Creative Content Strategy	Plan monetization strategy for 2026	Plan finalized by Dec 2025	Monthly check-ins
Cross-Program Coordination	Align with other programs on funding needs	100% of major proposals reflect program input	As needed
Budget Management	Monitor spend; maintain variance	Budget finalized by 30 Nov 2025 Quarterly variance report due 15 days after quarter-end	Quarterly
Administrative Coordination	Request needed legal/admin documents from Corporate Secretary	100% of document requests fulfilled on time	As needed
Progress Reporting Produce scorecards & lessons learned	Publish a Development Scorecard each quarter, summarising results, challenges and next steps.	Scorecard filed within 15 days of quarter-end	Quarterly

#### **Direct Reports**

1. Communications Officer
2. Fundraising & Partnership Officer
3. Creative Content Officer

#### **Skills & Experience**

1. Bachelor's in business, Marketing, Communications or related (Post-grad or CFRE preferred)
2. 5+ years in fundraising or communications, with at least 2 years in a supervisory role
3. Proven track record of meeting or exceeding income targets



4. Strong budgeting, data analysis and reporting skills
5. Excellent written and verbal communication; comfortable with VIP donors and Board members
6. Proficient with CRM systems and digital marketing metrics

**Working Conditions**

1. Full-time role based at the Philippine Eagle Center, Davao City
2. Evening or weekend work during major campaigns or Board events
3. Annual performance reviews each December; objectives updated for the following year

*\*This TOR will be reviewed each October and updated to align with new plans, budgets or Board directives.\**