

Job announcement



Director, Philanthropy and External Relations

Level of effort: This is a full-time position.

Reporting to: Executive Director.

Manages: initially a team of 4-6 professionals, including Corporate Relations Manager, Business Development Manager, Senior Comms Manager, and new roles, e.g., Individual Giving Manager.

Location: Remote from any location with time zone between the US Central and Central Europe time zones.

Salary: Level 11 - 12 on HOT salary scale depending on experience: <https://www.hotosm.org/salaries>

Background

[Humanitarian OpenStreetMap Team \(HOT\)](#) is looking for an experienced fundraising and communications innovator to lead, plan and manage our funding strategy and team, to ensure that we have the resources, relations, and visibility we need to thrive and create change. This *newly created* position will be part of HOT's Leadership and Senior Management teams and will lead a *newly established* team within HOT that is responsible for growing our sustainable - majority unrestricted - funding, generating new income streams and increasing our visibility through well thought out external communications. The position will shape how we position ourselves to the world; directing how we present HOT both online and offline, and thoughtfully developing and executing on our messaging and storytelling.

HOT is currently funded by a small but robust group of private philanthropists (through the [TED Audacious Project](#)), corporations, foundations, government and multilateral donors (e.g. World Bank) as well as a small pool of engaged individual donors. Currently, half of our \$10M annual income is unrestricted and we are looking to further professionalize our fundraising and communications work to grow our sustainability. As a dynamic, rapidly growing, and evolving organization only 10 years old, this means having a high comfort level with change and charting a path for the role itself and the organization as we evolve. Rather than be guided by a long-established fundraising and communications strategy, we will look to the selected candidate to work collaboratively with HOT's senior management team to influence thinking, develop a strategy, and test and experiment with new approaches. Practically, this will mean less "gala dinner" approaches and more time spent on digital giving, digital storytelling, pitching, and relationship building.

We believe that better representation in digital data can lead to greater inclusion in decisions - and therefore more equitable outcomes during disaster and crisis as well as improved access to basic



services. We would like to articulate it better, showcasing our stories of impact, conveying to donors and philanthropists how open mapping can create life-changing impact across our five impact areas: disaster relief and climate change, gender equality, sustainable cities and communities, public health, displacement, and migration - and making it clear why our movement is the best positioned to do it.

About the role

We are looking for a passionate, creative, and committed fundraising and communications professional with an international outlook who is excited by the opportunity to do something unique and untested, excited by pulling up their sleeves to own the fundraising strategy, to take risks to strategically grow our income, and to pitch an organization with a brand that is not yet recognizable outside of its very global, but niche, circles. To do this, it will be vital to have a vision for how we tell the story of the open mapping movement through a human lens: centering the individuals and communities who comprise it.

You would be a great fit for the role if you have a deep understanding of the international development and humanitarian sectors, and if you have led fundraising and communications for a mid-sized, non-traditional non-profit with a global mission. Strong existing personal networks with major philanthropic donors in the US and globally are an asset.

In year 1, we expect you to put the right processes in place to cultivate our current base of donors and to grow our current sources of income (individuals, high worth private philanthropists, foundations, and corporations), to map current untapped opportunities and connections, to create donor care for our individual donors and to help craft HOT's case for support and ensure our external communications are fit for purpose. You will ensure our current annual unrestricted income is renewed this year and increased at least by 25% by 2023 (corporate, individual, foundations).

Reporting to HOT's Executive Director, you will manage a small team of professionals in charge of our corporate portfolio, institutional donors, and communications team. There is a possibility to recruit additional professionals onto the team for specific donor segments.

If you are passionate about digital inclusion and believe strongly that open mapping can help achieve sustainable development and humanitarian goals, this job might be for you. This is an exciting time to join HOT, as we embark on the second year of our five-year Audacious Project to map by 2025 an area home to up to 1 billion people in 94 countries while spearheading a global movement for data justice.

Main responsibilities

Leadership and Management

- Provide strategic direction to raise HOT's profile as the go-to organization for open mapping and humanitarian data within the global humanitarian and development sectors.
- Work closely with/supporting HOT's Executive Director in cultivating and managing high-value strategic donor relationships.
- Pilot new tactical approaches in Year 1 and develop a longer-term fundraising strategy for 2023 and beyond.
- Craft HOT's case for support and fundraising proposition for each donor segment - working closely with the MERL team for the collection of relevant impact-oriented information.
- Tell our story: personally represent and speak on behalf of HOT in relevant conferences and high-level events.

- Collaborate with other HOT teams to identify needs, stories, and opportunities, to craft compelling narratives, and to effectively manage external relations that are sustained and shared within the organization.
- Inspire, motivate, and challenge staff through active, ongoing mentorship and training, fostering an environment that supports new ideas and innovative approaches to giving.

Individual donors

- Ensure our current 2,000 individual donors are readily acknowledged and put in place a basic donor journey system for thank yous and regular touch points, while testing and developing a more consistent strategy for this base.
- Integrate information from Donately, Benevity, MailChimp and other platforms used for individual giving onto Salesforce to develop our base of individual donors.
- Analyze and understand our base of individual donors, mailing lists, social media followers to be able to develop innovative approaches for digital individual giving that go beyond our annual crowdfunding campaigns - including through email engagement, social media lead acquisition or banner positioning.
- Work with the Communications team for the development of the engagement emails and newsletters for this donor base.
- Test a few tactics and put in place the right processes to grow our individual giving base by 100% as of 2023.

Private Philanthropy (Corporates, Foundations, trusts, HNWI)

- Develop with the team tailored plans for the cultivation and management of our relationships with our past and current portfolio of foundations, corporations, and private philanthropists, with robust stewardship plans and reporting.
- Champion a culture of relationship building across the organization, with clear individual plans and account management for each strategic donor.
- Map, identify and engage with foundations and corporations that are a fit for our mission and movement.
- Manage a portfolio of major gift and corporate prospects and donors.
- Support the development of fundraising propositions and pitches.
- Support the Corporate Relations Manager to map, develop and engage untapped giving opportunities with our current corporate supporters - including through employee matching, CSR budgets, corporate foundations and other.

Institutional donors

- Provide guidance and leadership on HOT's most strategic institutional relationships (including with USAID prime contractors and World Bank) and work together with the Business Development Manager on developing donor engagement strategies.
- Guide the work of the Business Development Manager across the new business opportunity lifecycle from opportunity identification to proposal design and submission.
- Support the collaboration between the Business Development Manager and the Corporate Relations Manager for the writing of grants to corporate foundations and other grant-based funding opportunities.

Communications

- Provide guidance and leadership to the Communications team in evolving HOT's communications strategy for both digital and offline communications.
- Help develop the right messages, tone, and voice for our external communications, with impact-centered human-centered stories that articulate HOT's value proposition.
- Guide the thinking and design for our most important digital engagement tools including the evolution of the www.hotosm.org website.

Supporting partners in the movement

- Create opportunities to increase the overall funding raised not only by HOT but by the global open mapping movement as a whole through joint advocacy, communications campaigns, storytelling, forming consortium partnerships with organizations in the 94 HOT priority countries
- Support our four regional hubs to identify and engage with regional and local funding opportunities, ensuring that all approaches to donors are coordinated and well communicated.

Putting in place the right processes

- Champion the use of our Salesforce CRM platform across the team and the organization for the recording of interactions and planning.
- Work with the finance team for the integration of Quickbooks and Salesforce.
- Ensure the team works in collaboration towards shared goals.

About you

Essential:

- Experienced.
 - You have 7+ years of experience leading and driving philanthropic giving in a small to mid-size non-profit/NGO, especially with high-net-worth philanthropists, foundations, and corporates.
 - You have very strong experience with individual giving, especially digital online giving through email and social media.
 - You spot opportunities and have made asks resulting in gifts larger than \$500k USD and been responsible for generating \$5m USD or more annually.
 - You have experience managing teams of at least six people and prioritise supporting and nurturing the people in your team.
 - You know how to articulate complex ideas and concepts into compelling cases for support and stories.
 - You like to close: You have experience creating and pitching ideas to key decision makers, including C-Suite. You're empathetic, listening and helping donors meet their giving needs by connecting with HOT's mission.
 - You have a good understanding of the major trends in international humanitarian and development space.
 - You enjoy speaking in public, storytelling, and have excellent written and verbal communication, interpersonal, and presentation skills.
 - You have experience with donor relationship management software, preferably Salesforce and experience with Quickbooks.
 - Strong budget management skills.
- Networked and knowledgeable. You have experience in at least two of four of these thematic areas in the philanthropy landscape: technology, data (a plus if this includes geodata or OpenStreetMap),

humanitarian response, international development. You have connections with people, foundations and companies in philanthropy who are passionate about these causes.

- Goals excite you. You naturally take big goals and break them down into achievable wins. Big numbers don't scare you, they fire you up, and you have demonstrable success in this regard.
- Agile and innovative. You like moving quickly, take lane-changes in your stride and have great prioritization, time management, and organizational skills. You are able to provide clear instructions to your team, even during periods of transformation.
- Team player and leader. You are ambitious but demonstrate humility. You lead with empathy, supporting the needs of colleagues and organization's you work with, giving the right mix of empowerment and support to ensure everyone can play to their strengths. You're warm and positive - other people look forward to meetings with you.
- Fluency in English.

Desirable:

- Working standard in Spanish and/or French.
- Prior experience in organizations with geospatial, data, or digital at the core of their work.
- Experience managing a remote global team.
- Experience working in/with open-source projects/products/platforms.

How to Apply

To apply for the post, please send a letter of application stating the skills and approach you would bring to the role, along with your CV/resume in English to Zoe Oldham at zoeoldham@darylupsall.com. An applicant's pack is available at the same email. Please put "HOT Director of Philanthropy and External Affairs" in the subject line and let us know where you saw this exciting role.

The deadline for application is Sunday 20th February 2022