



JOB DESCRIPTION: DIRECTOR OF DEVELOPMENT

Company: EarthEnable

Reports to: CEO & Co-Founder, Gayatri Datar

Location: Kigali, Rwanda (with frequent in-country and international travel)

Compensation: RWF 2M-3M per month, net (depending on experience)

Contract type: Open-ended

Who We Are

At EarthEnable, we believe that our clients deserve our very best, that morning high-fives are the best way to start the day, and that the best ideas can come from any part of the company. We celebrate each other's wins, learn from our setbacks, and are deeply proud of the impact we make every day. We believe that a clean, dust-free floor means more than living in a healthy home. It means pride and dignity in the place our customers most treasure: their homes. Being a part of our team means more than building floors: it means building an organization and building a better future for rural families

What We Do

EarthEnable is transforming the way people live, by making homes healthier for families across rural Rwanda and Uganda. 70% of Rwandans and Ugandans live in homes with dirt floors which are dusty, unsanitary, and fertile breeding grounds for parasites and germs. While replacing a dirt floor with concrete has significant health benefits (e.g. reducing diarrhea by 50% and parasitic infections by 80%), concrete is unaffordable for many who need it.

EarthEnable addresses this pressing and ubiquitous problem by selling high-quality, earthen floors that are 75% cheaper than concrete with 90% less embedded energy. Earthen floors are prevalent in modern homes in the United States and are composed of natural materials (gravel, clay, sand, and laterite). EarthEnable trains and hires local masons to install the floors which are sealed using a proprietary drying oil that makes them waterproof, strong, and polished.

About the Role

The Director of Development will be a core member of EarthEnable's senior management team, along with the CEO, Managing Directors of Rwanda and Uganda, Director of Finance and Ops, and Director of R&D. She or he will play a critical role in scaling EarthEnable's operations, and thus transforming rural housing. He or she will develop and execute fundraising strategies that align with the company's goals by liaising with the senior team, EarthEnable's board and the CEO. The Director of Development will also oversee executing fundraising campaigns, maintaining current donor and stakeholder relationships as well as soliciting new ones, and also managing EarthEnable's social media and promote brand awareness. The role will involve

researching and soliciting donors and other institutional partnerships to advance EarthEnable's impact. The responsibilities of this role will include, but are not limited to:

Fundraising:

- Frequently visiting the field operations, participating in developing business strategy, and understanding the business enough to be able to accurately and effectively communicate our impact
- Managing new fundraising
 - Developing annual fundraising strategy and budget in collaboration with CEO and senior management team
 - Developing fundraising calendar, timeline and scheduling CEO's fundraising trips
 - Exploring and evaluating the funding landscape by meeting prospective donors and supporters on a continual basis to establish relationships with them
 - Bringing new donors to EarthEnable's network
 - Sourcing leads to institutional sales and negotiating contracts on behalf of EarthEnable
 - Growing a major gifts program including identification, cultivation and solicitation of major donors
 - Grant seeking including conducting prospecting/ research, applying for funding through opportunities by writing proposals that include budgets and reporting timelines
 - Exploring "sustainable subsidies" opportunistically including RBF, carbon credits, and buy-one-give-one
 - Making public appearances and accepting speaking engagements on behalf of EarthEnable
 - Managing fundraising database and tracking systems

Grant Management:

- Maintaining timely reporting for current grants including financial reporting as required by each donor
- Working closely with finance to ensure current restricted and unrestricted grant funds are managed properly
- Managing a cadence of personalized donor communication

- Ensuring seamless potential and existing donor visits

CEO Support:

- Communication:
 - Ensuring that the Board of Directors, funders, and other key stakeholders get frequent updates about wins and worries along with a dashboard of key metrics
 - Managing corporate marketing and producing media content (Facebook, Instagram, Twitter, website etc.)
 - Creating publications to support fund raising activities e.g. annual report, quarterly newsletter etc.
 - Supporting and training Executive Assistant in administrative tasks such as CEO scheduling, email management, event planning, flight bookings, etc.

Monitoring and Evaluation

- Developing a standardized impact dashboard with regularly collected impact information
- Disseminating impact data to donors, supporters, partners, and governments
- Designing ways to track and learn more about EarthEnable's impact and how to enhance it

Qualifications:

- 6+ years experience; must have over 3 years of experience in soliciting donors and managing donor relationships
- Experience developing budgets against fundraising goals and a strong understanding of accounting, budget management, and financial management
- Ability to work on a variety of tasks at the same time, and keep track of a variety of workstreams
- Exceptional people skills and impeccable communication skills (oral and written) with the comfort and confidence to approach new donors and solicit support
- Excellent attention to detail, commitment to excellence, and an outstanding work ethic
- Must have a good understanding of the global development landscape
- Passionate about international development and social enterprise with a strong sense of social mission
- Thrives in a fast-paced startup environment

- Desire to live and work in East Africa for several years; experience living and working in a developing country strongly preferred
- Positive attitude, self-starter, entrepreneurial spirit, sense of humor and willingness to learn new things
- Commitment to excellence and outstanding work ethic
- Resourcefulness and creative problem solving
- Strong alignment with EarthEnable's values:
 - Take pride in our impact on health. Work passionately to change the way people live.
 - Set the bar for customer care. Exceed their expectations every step of the way.
 - Work hard and work together to achieve our most ambitious goals and dreams.
 - Be resourceful and responsible with money; our impact depends on it.
 - Treat everyone with fairness, empathy, and concern with which we expect to be treated. Celebrate diversity while building a culture of inclusivity.
 - Trust each other to have the humility to support and the vulnerability to be supported.

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