



Semilla Nueva

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DEVELOPMENT AND COMMUNICATION MANAGER

Semilla Nueva is searching for a strategic fundraiser who is deeply passionate about scalable, transformative efforts to end poverty and improve the health of women and children. This position will develop and cultivate relationships with individual and foundation donors, lead the development of Semilla Nueva's image and promotional materials, and lead our fundraising team. If you consider yourself an expert in distilling complex ideas into emotionally powerful messages, managing relationships with diverse audiences, and if you ready to use those skills to help a quickly growing social enterprise improve the lives of nearly 10 million people in the next three years, we hope you will apply. Semilla Nueva seeks to expand our current funding base of \$1.5M/yr to \$2.5M/yr in the coming 1-2 years through a combination of work with family foundations, grassroots fundraising, and work with high net-worth individuals.

Salary range: \$70-80,000/year depending on experience with big opportunities for growth.

Summary of the Organization

Malnutrition is one of the greatest barriers to the world's poorest people escaping poverty. The 900 million people in Africa and Central America who eat corn daily are some of the most affected, with nearly half of Guatemala's children suffering from stunted growth. Semilla Nueva launched the world's first social enterprise dedicated to the development, production, and sale of more nutritious, biofortified corn seed directly to small farming families. Farmers buying our seed increase their yields and incomes, while improving the diets of hundreds of thousands— and someday millions—of the world's poorest consumers by selling excess production. It is a scalable, sustainable way to give farming families what they most want, while providing malnourished children with what they most need. Our goal is to prove this model in Guatemala while improving the incomes of tens of thousands of families and the diets of millions of Guatemala's poorest, before expanding the model throughout Central America and into Sub-Saharan Africa. At Semilla Nueva, we are obsessed with finding a way to do the unprecedented and achieve impact at scale.

In 2018, our first year of sales, our seed took 1.3% of the Guatemalan seed market with nearly 2,000 families purchasing. By 2020, we reached more than 10,000.

We are a hybrid social enterprise (our non-profit owns a for-profit company) of 27, mostly Guatemalan, staff. We work with some of the world's leading scientists at organizations such as

CIMMYT, HarvestPlus, INCAP, and universities like Purdue, Iowa State, Tufts, and Harvard. Our donors include some of the most prestigious in impact philanthropy, including Cartier Philanthropy, Mulago and the U.S. Government. Our seeds are based on conventional breeding (non-GMO), although we are not opposed to well-tested biotechnology. Our work has led to rapid growth and international recognition, including an Ashoka fellowship, Mulago fellowship, and Forbes 30 under 30 for our founder.

Our team shares a common background. Whether from the private sector or NGO world, we have seen that international development projects often fail because they do not focus on finding the intersection of what the world's poorest want and what they most need. We are looking for new team members who are passionate about development programs that work, hungry for scale, and willing to put in the very hard work to make it happen.

Summary of the Position

We are hiring a development and communication manager to manage our fundraising with individual and smaller private foundations, build our public image, and develop partnerships. This position will not be responsible for program development or programmatic reporting. We are looking for a passionate, creative, and outgoing leader with a strong mind for communication and relationship management.

This position will report to and collaborate closely with the executive director, oversee 1-2 coordinator positions, and will be a part of our senior leadership team. The position will require time in Guatemala, but we are open to candidates who have a compelling case for leading our development efforts internationally.

Qualifications

Required:

- Bachelor's degree in business, international development, global health, or related field required.
- Minimum 3-5 years' professional experience in fundraising primarily to US audiences.
- Proven leadership developing powerful materials (PowerPoint presentations, websites, videos, and written stories).
- Excellent communication skills with an ability to communicate complicated ideas simply and with emotional appeal.
- High attention to detail
- Demonstrated leadership, stress-management, and flexibility in the work environment.

Desired:

- Fluent Spanish

- Leadership in raising at least \$1M/yr
- Graduate study in business, international development, or a related field
- Experience with client management and CRM software
- Leadership experience in an international development organization or domestic nonprofit
- Ability to drive a manual transmission vehicle or willingness to learn.
- Experience with fundraising and relationship management

Expectations

- Full-time position with travel to Guatemala
- Minimum commitment of two years
- Ability to work independently, proactively, and prioritize/coordinate a variety of activities.
- Ability to creatively problem-solve in challenging work environments.
- Comfortable traveling to and staying in rural parts of Guatemala with difficult living conditions.
- Comfortable driving in Guatemala, with a valid driver's license

Specific Tasks

1. **Relationship Development and Management** – The development and communication manager will be responsible for maintaining and developing relationships with both new and existing foundations and large donors. The position will oversee tracking of all relationships using a CRM. This position will also be responsible for planning and organizing field visits with partners and donors out in the field, showcasing our programs to generate interest. Finally, the position will need to answer difficult questions on Semilla Nueva's strategic plan, proposals, and financials—using relevant details to clear up or redirect inquiries while also being open about when we do not have answers. This position will not lead the application writing process but will be involved in application writing as needed.
2. **Content Creation and Management** – The development and communication manager will collaborate with other members of the organization and third-party designers to create content that communicates Semilla Nueva's most important data and stories. They will supervise a Guatemala based development and communication coordinator who will be responsible for identifying powerful impact stories. This position will also work with Semilla Nueva's M&E coordinator to create graphics on our impact. The position will oversee the creation of videos, expansion of our website, oversee the development of newsletters and social media that communicate the need in Guatemala

and the power of our solution—and work to amplify the reach of these messages through media partnerships.

3. **Management and Leadership** – The program and development manager will need to work with several other departments to achieve their goals, including with Semilla Nueva’s project development and reporting department, finance department, and operations, while participating in Semilla Nueva’s leadership team. Semilla Nueva is a quickly growing and maturing start-up and requires strong candor, communication abilities, and grit.

Before applying, please review our website: www.semillanueva.org, including blogs and annual reports.

To apply please send your cover letter, CV, and 2-3 writing samples and examples of communication materials to trabajo@semillanueva.org. Please note “Development and Communications Manager” and your last name in the subject line of your email.