

TERMS OF REFERENCE / DESCRIPTION OF DUTIES

Post: Resource Mobilization Consultant

Ref: GEO/RM/2023-RMC

Organization: GEO Secretariat

Start Date: As soon as possible

Duration of contract: 10 months

Context

The Group on Earth Observations (GEO) is a global partnership that promotes the use of Earth observations (EO) as evidence for environmental decisions, policies and finance. Despite rapid advances in EO technology, governments and investors often do not have access to the right environmental data, at the right time and in the right format. This is particularly the case in low- and middle-income countries. Those most affected by climate change and disasters are often the least equipped to respond. GEO closes these gaps in environmental intelligence. We promote open, coordinated, and sustained sharing of data, information, and knowledge about the Earth in support of better research, policy making, decisions, and action. GEO convenes strategic partnerships to identify and develop the Earth Observation tools, services and coordination mechanisms needed to address global needs and knowledge gaps. More than 48 partnerships in the GEO Work Programme develop practical and reusable applications of Earth observations to support public policy and decisions in support of climate action, disaster risk reduction, sustainable development and resilient cities and human settlements. The GEO Secretariat is responsible for cultivating and facilitating partnerships through advocacy and stakeholder engagement and coordinating and liaising with the GEO Work Programme activities to drive synergies for increased resource mobilization efforts. In this context GEO is looking for a Resource Mobilization Consultant to assist GEO Secretariat and GEO Work Programme in mobilizing resources to secure new donors and support stewardship of existing donors.

Objective of consultancy

The consultant's primary responsibility will be to provide operational and technical assistance to GEO Secretariat and GEO Work Programme in partnerships and donor management. This includes researching, identifying, and conducting/facilitating outreach to new donors; assisting in proposal development; develop guidelines and tools to equip/empower GEO Work Program to fundraise for their programs.

The Resource Mobilization Consultant will be a key member of the Communications and Partnerships team and work to support the capacity development of relevant GEO staff and GEO Work Program strengthening their ability to cultivate and maintain a portfolio of donors, and building staff knowledge of strategic partnering and relationship management.

This position is a virtual consultancy providing remote support to GEO Secretariat in Switzerland and GEO Work Program. The consultant will report to GEO Chief, Communications and Resource Mobilisation and work in close consultation with Chief, Work Programme Coordinator.

Deliverables

- Develop a Resource Mobilisation toolkit – A comprehensive fundraising guide to strengthen the capacity of GEO Work Programme Activities to secure funding for activities. A sample template is provided in Annex 1.
- Coaching a group of GEO Work Program activities to develop resource mobilisation plans, identify prospects and develop proposals (as per the resource mobilization toolkit), including the delivery of resource mobilisation trainings.
- Detailed donor profiles on top five prospects of three priority projects; Heat and health, Global Ecosystem Atlas and TBD Q3 2023. The donor profile is a deep dive document summarizing key donor information including current strategy, funding capacity, funding history, key contacts, key messages and engagement plan. A sample template is provided in Annex 2.
- Business case on key funding themes as per donor priorities such as agriculture and food security, water, health and gender.
- Provide ongoing support to GEO Secretariat in proposal development and writing (min. three proposals developed).

The consultant will be required to integrate comments and seek final approval from the GEO Secretariat for each of the deliverables above.

Experience

The candidate is required to have the following experience;

- A minimum of ten years' experience in fundraising, resource mobilization or stakeholder engagement;
- Demonstrated track-record in securing funds from the global donor community and private sector;
- A solid understanding of the investment environment in the private sector;
- Excellent written and oral communication skills;
- Fluency in English language and;
- Sound knowledge of institutional and private sector donors.

Education

- A Master's Degree in the International Relations, Social Sciences, Communications, Economics or Development studies.

Duration and remuneration

The consultant will be employed over the next 10 months for a total fee of CHF 49,800CHF

How to Apply

Please send your CV, to GEO Secretariat at secretariat@geosec.org by **1 February 2023**. Please quote the reference mentioned above.

GEO Resource Mobilisation Toolkit

Contents

- 1. Guiding principles**
- 2. Donor engagement cycle**
- 3. Donor types** (government, private sector, research institutes, foundations etc)
- 4. Finding good donor prospects** (criteria, places to search etc)
- 5. Donor's expectations** (own objectives, partnership, low risk, involvement etc)
- 6. Preparing to engage** (accept and manage funds, pitch, project concept, alignment with donor priorities, check relationships with GEOSEC).
- 7. Engaging with donors** (key messages, questions, action points, identify opportunities for collaboration as a first step, finding a supporter/advocate in the org etc)
- 8. Finding grants and funding opportunities**
- 9. Deciding to submit a proposal** (Go/no go decision tree)
- 10. Developing a proposal** (cheat sheet/top tips)
- 11. Improving your pitch** (seek feedback from donors, seek examples of winning bids, go to trainings, hone your pitch)
- 12. Developing a RM plan**

Donor Name

Score #	Analysis X	Budget US\$
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Donor Summary: *Narrative paragraphs describing relevant information on the donor*

STRUCTURE	<i>Organisational structure of the donor</i>	
CONTACT	<i>Key contact information</i>	
SOCIAL MEDIA	<i>Links</i>	
VISION / MISSION		
THEMATIC PRIORITIES	<i>From strategy and analysis of previous grants and current media</i>	
GEOGRAPHIC PRIORITIES		
FUNDING INFO	<i>Budget and expenditure</i>	
FUNDING MECHANISM	<i>Relevant funding schemes</i>	
PREVIOUS FUNDING	<i>GEO Funding</i>	
GEO RELATIONSHIP	<i>Links with GEO</i>	
RELEVANT DOCS	<i>Strategies, newspaper articles etc</i>	
APPROACH	<i>Engagement plan</i>	
KEY MESSAGES	<i>For discussions with donor</i>	