General Manager Job Post

General Manager / Operations Manager, Part Time (may become full time).

During its startup phase, Giving Forward, a US nonprofit (501c3 org) is being funded by Kevin Lee, President / Founder. We expect the organization to become self-sufficient post-launch, even without outside donations. Kevin and the Board of Directors are interested in hiring a General Manager to accelerate the launch of the platform and the business, or in hiring one or more consultants who can fill that role on a part time – interim basis until such time as a full time GM can be hired.

History and Overview:

Generating millions for nonprofits via cause marketing is tons of fun. Giving Forward is both a platform and a network of publishing brands acting like a curated Medium.com. Influencers and celebs can post (written and video) tagged with their favorite nonprofit. We plan to also launch a brand that is more like medium.com, Tumblr or Blogger is that anyone can sign up. But that will be a phase 2.
We monetize donated content with advertising. Both the content creator and reader/viewer get a vote about where 50% of the ad revenue goes. (25% each for creator and reader). Giving Forward keeps the other 50% (Although we will sometimes do BD revshare deals with organizations that can deliver high impact creators).

Kevin Lee’s last cause marketing venture We-Care generated $8.3 million for nonprofits and became the “inspiration” for Amazon SMILE which has generated an additional $190 million in the interim. This time it’s publishing (but not journalism) rather than eCommerce.

https://www.givingforward.org/about-giving-forward/history-of-giving-forward/

What Giving Forward Needs – volunteers can be recruited to fill any gaps:

The General Manager or a team or two co-managers will engage with most aspects of the business to some extent. In the best case scenario a small team of senior level volunteers donating 5-10 hours a week can run each of the following “departments.” The following “departments” are not in any priority order.

a) Business Development: Some of the deals we do with third-parties will be unique, and leverage what both sides can bring to a relationship. Some of the business development deals may be as a result of proactive outreach of BizDev volunteers or a proactive effort to get deals done. Others will be the result of fielding requests from nonprofits, brands, agencies or publishers with ideas or possible collaborations.

b) Marketing • managing the social media team: Each of our launch brands will have its own social media presence as well as the social media presence of Giving Forward. We also need to make sure our pitch desks are clear and effective, our websites up-to-date with our initiatives and that we get PR coverage as we make strides and do deals. We expect to be
able to find volunteers within the marketing and publishing community to assist. But those volunteers need to be managed. A senior level volunteer or two volunteers working in tandem can fulfill the role of marketing director.

c) Editorial / Managing Editor: managing content outreach teams & setting the editorial tone for each GF brand: Volunteers will engage in outreach to VIPs for the GoodBuzz brand in particular. We are targeting celebrities and influencers to encourage them to join the Giving Forward movement by contributing or co-creating content for GoodBuzz.org and then assuring that the celebs and influencers are sharing the content links on their social media channels once we post. The content creator or co-creators (working with our team) are instrumental because without great content the readers/viewers won’t share the content. We launch in parallel with two brands, HeraldTimes.org (curated UGC) and GoodBuzz.org, the VIP/Celebrity content site. Priority will depend on early traction.

d) Audience Development: Publisher Liaison – Managing the Ad-Ecosystem: We anticipate being able to get donated (PSA / Public Service Announcement) banner inventory from publishers, exchanges and ad-tech players because we will take any unsold spot on any website and within any app. The volunteer team members doing outreach may be currently employed, under-employed and unemployed within the advertising ecosystem. The focus will be on:

- Unsold publisher inventory (Ad Manager priority 14 or above)
- Brand-unsafe pass-backs (from exchanges, DSPs and validation vendors such as Moat, DV and IAS)
- Custom ad slots created specifically for GF banners or native feed units (thank you)
- Penny PMPs (forgiven or paid to the publisher based on whether clicks were valid)
- Buy-side brand testing. We want to be the “control group” ads for when an advertiser wants to test ad efficiency and needs an exposed and a control group for marketing
e) **HR / Volunteer recruiting and management**: HR / assist in recruiting of senior level volunteers. As a 501c3 in an interesting category, we get a significant number of applicants, some more qualified than others. As we are able to define areas where we need additional volunteer help, the GM will work with one or more HR volunteers and GF management to recruit the senior level volunteers that act individually or in tandem as the department-heads. Giving Forward's business model is fun, so, we get a lot of applicants. However, we have learned that it takes the right mix of attitude, skills, experience and intelligence to be a productive volunteer. The General Manager helps find the winners from the volunteer pool.

f) **Director of Development**: Donations to Giving Forward will not be a primary focus of the organization because we believe that our operations will provide sufficient cash flow. However, once we have demonstrated the power of the platform, we can grow more quickly and do more good with additional cash. A venture philanthropist should realize that by funding Giving Forward we can do far more good than a single donation elsewhere. As a matter of fact, we could even earmark out of our general fund an additional cause that the philanthropist loves and donate 1.5 times the donation we get from the philanthropist to the cause he or she specifies (over time).

g) **Chief Revenue Officer / CRO**: While Giving Forward will initially monetize exclusively with programmatic display and video, there will be opportunities to yield optimize and engage in branded content deals.

**Best Case Scenario**: One or more candidates initially compensated via an existing LLC or paid via a 1099 (because we wouldn't set requirements as to location or times that the responsibilities are handled, allowing for a 1099.)

Send email with LinkedIn profile to kevin at thedomain givingforward dot org