



# Fundraising Director

## Greenpeace Southeast Asia

### Details

GP-F-EA

### Location

Bangkok, Thailand

### About Greenpeace

Greenpeace, one of the world's most respected and dynamic organizations, is an international non-profit global campaign based organization that acts to ensure the ability of the Earth to nurture life in all its diversity. At the heart of Greenpeace's campaigns is the tradition of non-violent, direct action against environmental abuse and destruction.

Greenpeace exists because this fragile earth deserves a voice. It needs solutions. It needs change. It needs action.

Greenpeace acts to change attitudes and behaviors, to protect and conserve the environment and to promote peace by:

- Catalyzing an energy revolution to address the number one threat facing our planet: climate change.
- Defending our oceans by challenging wasteful and destructive fishing, and creating a global network of marine reserves.
- Protecting the world's ancient forests and the animals, plants and people that depend on them.
- Creating a toxic free future with safer alternatives to hazardous chemicals in today's products and manufacturing.
- Campaigning for sustainable agriculture by rejecting genetically engineered organisms, protecting biodiversity and encouraging socially responsible farming.

Greenpeace is present in 40 countries across Europe, the Americas, Asia, Africa and the Pacific.

To maintain its' independence, Greenpeace does not accept donations from governments or corporations but relies on contributions from individual supporters and foundation grants.

For over 40 years, Greenpeace has been successful in its campaigns to reverse environmental degradation by bearing witness to environmental destruction and exposing and confronting environmental abuse. Greenpeace campaigns have been vital in informing government policies on the environment and effecting changes in business practices which helped to prevent numerous environmental problems.

*Greenpeace in Southeast Asia*

Greenpeace opened its first office in Southeast Asia in 2000. Since that time we have led successful campaigns throughout the region, securing fresher air, cleaner water and a healthier environment through changing industry practices and government policies.

Greenpeace Southeast Asia employs more than 170 staff, all dedicated to meeting the professional standards expected of the world's leading campaigning organization for the environment. From its' offices in Bangkok, Jakarta and Manila, Greenpeace lead globally important campaigns within a national and regional context. Greenpeace is financially supported by tens of thousands of people across the region.

## **Purpose of Position**

Reporting to the Executive Director, the Fundraising Director's key responsibility is to ensure a cost effective, ethical and sustainable fundraising base to meet the needs of Greenpeace Southeast Asia.

The Fundraising Director is responsible for implementing a highly ambitious fundraising strategy which includes increasing net and gross income over the next three years, diversifying both acquisition and supporter relationships and delivering thousands of new and active supporters by the end of 2016.

*Key Elements of the strategy include:*

- Strengthening and diversifying acquisition streams and tools used in the department, ensuring that fundraising is based on a broad portfolio to secure stable and long-term income development.
- Reducing attrition and retaining on-going monthly supporters.
- Testing new digital and engagement strategies.
- Building a culture of innovation.
- Mentoring the team to success.
- Developing future leaders of the program from within the team.
- Overseeing the development and opening of new markets for fundraising within SE Asia.
- Increase gross fundraising income for Greenpeace Southeast Asia.
- Rapidly grow and Increase the number of supporters across the region.
- Build a cost effective program (increasing net fundraising income).
- Ensure the effective integration of fundraising, communications, mass mobilization and campaigns strategies.

## **Major Responsibilities**

The Fundraising Director will lead and develop a team of fundraising managers and staff (with a team of over 200 on-street fundraisers) spread across Thailand, the Philippines and Indonesia. As a member of the Executive Team / Senior Management Team (SMT) the Fundraising Director is expected to contribute to the overall strategic management of the organization. The position requires extensive travel in the region as well as other parts of the world. A certain level of public appearance may also be required as part of marketing and brand awareness activities of the office.

*Staff Management;*

- Lead, motivate and manage Fundraising staff, in line with the organizational aims and objectives in

order to ensure the effective performance of the unit and ensure staff development training and performance reviews take place.

*Budget Management;*

- Develop, monitor and authorize income and expenditure of the departmental budgets, according to agreed objectives and the priorities of the department, in order to ensure cost effectiveness and strategic expenditure. Work with the Organizational Support Director to ensure on-going financial stability of the organization.

*Strategic Fundraising Development:*

- Oversee the ongoing long term development and implementation of the strategic fundraising to maximize fundraising opportunities in a growth market.

*Campaign / Mass Mobilization Support / Integration:*

- Collaborate closely with the Program Director and other departments especially, Campaigns, Communications and Mass Mobilization to ensure fundraising integration in projects and provision of fundraising input into plans and projects.

*Senior Management Team (SMT):*

- As a part of the Executive Team / SMT contributes to the overall strategic management of the organization. Give input into the formulation and execution of the strategic direction plus program design, to ensure the achievement of Greenpeace's overall objectives.

**Profile**

*Minimum Education, Training and Experience Requirement:*

- Essential to the role is a minimum of ten years expertise and knowledge in international fundraising or marketing and sales including three years proven senior management experience.
- An academic qualification in fundraising, marketing or communications is preferable.
- Strong understanding and demonstrable experience of advanced CRM (Client Relationship Management) concepts, including segmentation, tailored communications and campaign management.
- Knowledge of analytical tools and concepts, experience of using these tools to inform a marketing campaign and analyze complex information.
- Excellent communicator, fluent in written and spoken English and preferably one of the regional languages.

*Preferred Skills and Knowledge:*

- Able to lead, inspire and motivate people plus provide a compelling vision.
- Strong financial management and organizational skills with the ability to make, manage and control complex project budgets.
- Excellent in grant and report writing skills in order to produce quality proposals and reporting that will

satisfy and build confidence between the funder and Greenpeace.

- Result oriented and ambitious to see the fundraising department succeeds.
- Innovative and creative in approach.
- Ability to apply a broad range of communication and interpersonal skills that allows the role-holder to interact with and influence a range of contacts and situations, whether internally or externally.
- Ability to plan, prioritize and organize the work of the entire department. Allocates work, sets and reviews goals, assesses risks and demonstrate knowledge of interdependencies with other areas of work within the organization.
- A strong decision maker, able to show credible experience of making effective decisions in line with organizational goals and objectives, often based on limited information. Has experience in making decisions that impact on the overall effectiveness of a department or organization's objectives.
- Demonstrates ability to draw on a sound understanding of internal and / or external factors, trends and balance of risk to develop options, recommendations and / or solutions requiring a high level of judgment.
- Able to show experience of effective complex problem solving in a business context.
- A commitment to peaceful direct action as a means for change.
- Approachable and collaborative and willingness to learn as well as teach.
- Commitment to the organizational values and policies.
- Ability to work in a fast-paced environment with good cheer.
- Thrives on working under pressure and with high and ambitious goals.
- Experience in a charity or Non-for-profit environment highly desirable.