



# Fundraising Director

## Greenpeace Africa

### Details

GP-FD-RSA

### Location

Johannesburg, South Africa

### About Greenpeace

Greenpeace exists because this fragile earth deserves a voice. It needs solutions. It needs change. It needs action. Greenpeace was founded in Vancouver in 1971, when a small boat of volunteers and journalists sailed into Amchitka, an area north of Alaska where the US Government was conducting underground nuclear tests. This tradition of 'bearing witness' in a non-violent manner continues as an important part of all campaign work. Greenpeace today operates in more than 40 countries with headquarters in Amsterdam.

Mission Talent has been tasked to search for the new Fundraising Director. This is a key management position on the Senior Management Team (SMT) of Greenpeace Africa. As part of the SMT, the Fundraising Director will, through collaboration with other Programme Leadership within an Integrated Programme framework, provide leadership, vision and strategic direction for the Fundraising Department and the organisation as a whole. This is a full-time position, responsible for the planning, management, resourcing, co-ordination and review of all fundraising, including fundraising and marketing strategies, the human resources of the department and budget management and planning of expenditure and income. Attendance of international meetings and participation in the global fundraising community is also required so the ability to travel is essential.

### Overview of the Role

The fundraising department's major responsibility is the recruitment of supporters and through these supporters and others, to raise money, gain commitment to Greenpeace's vision and mobilise action to achieve ecological sustainability. As Greenpeace has a policy of not soliciting funds from corporations or governments, the organisation is reliant on the support of individuals for all the funds to carry out its environmental campaigns.

The fundraising department's current goal is to create and maintain a reliable, efficient and ethical funding base, which meets the needs of Greenpeace Africa.

Specifically, Greenpeace's goals are to:

- Engender loyalty to Greenpeace in all its communication
- Promote the Greenpeace campaign goals and objectives
- Maintain and build a diverse and secure funding base
- Be responsible as a Department for meeting budget targets
- Present truthful and accessible reporting of all programs
- Change the way people think about spending their money
- Provide an annual net increase in available funds

### *Key Fundraising Departments*

#### 1. Major Gifts

The major gifts department is a recent addition to the fundraising portfolio of Greenpeace Africa. The objective is to develop relationships with individuals that can give gifts over R50,000, these donations may come in the form of bequests or earmarked project funding. In order to develop a strong major gifts program the Fundraising Director must manage and support the activities of the major gifts manager as well as making it possible to utilise Greenpeace personalities that sit on the board, the SMT or in the campaign team.

#### 2. Mobile Phone and SMS Project

Greenpeace Africa is currently undertaking an integrated campaign, communications and fundraising programme using mobile phones to enhance the organisation's efforts. The fundraising director must manage and support these activities, ensure access and collaboration between departments and develop innovative and productive marketing projects to ensure the uptake of these campaigns as well as the conversion of prospects into donors.

#### 3. Supporter Acquisition

The acquisition department is focused largely on Direct Dialogue fundraising. Telemarketing, online list building and conversion channels are currently being tested and rolled out. In order to continue the trends of supporter growth the Fundraising Director must manage and diversify the acquisitions portfolio whilst continuing to support and develop the relevant staff.

#### 4. Supporter Retention

The retention department is currently servicing and growing a database of 6,000 active or recently lapsed supporters. An annual upgrade cycle is currently being developed with the objective to upgrade existing supporters to a higher level of monthly gift. In order to maintain a strong supporter base, the Fundraising Director must manage and innovate within the retention program whilst continuing to support and develop the relevant staff.

### **General**

Working collaboratively with Campaigns, Communications and Mobilization units within an Integrated Programme framework:

- Plan and develop the fundraising elements of the Organisational Development plan to ensure accurate budgets are developed for the operations of Greenpeace Africa.
- Manage and diversify current fundraising strategies and ensure the support database is being effectively utilised to maximise income and loyalty to Greenpeace Africa.
- Support and develop staff within the coordination team to ensure professional development of staff, their loyalty to and their conduct is professional and in line with Greenpeace Africa values.
- Analyse fundraising programs and trends to ensure effective investment in channels, including Return on Investment (ROI) and Lifetime Value (LTV) of programs, and report this information back to the SMT and the board as directed by the Programme Director.
- As a member of the SMT contribute to building a strong Greenpeace Africa culture of an integrated programme and cross-departmental cooperation and trust.
- Assume any other duty appropriate to the position, and as delegated by the Programme Director.

## **Skills and Qualifications**

- Masters degree
- 5 years experience in fundraising at a senior management level
- Excellent knowledge in fundraising techniques especially analysis of fundraising and marketing data
- Proven ability to be innovative and creative, and penchant for exploring new ways and avenues to increase supporter base and fundraising income
- Proven ability to reach fundraising targets and motivate others to achieve targets
- Strong management skills
- Experience of recruiting, managing, coaching and training staff
- Excellent communication skills
- Highly developed interpersonal skills
- Demonstrated competence in negotiation at the highest level
- Awareness of Africa Regional political and economic trends
- Commitment to the core values of Greenpeace and passion for the environment
- Available for overseas travel