



Fundraising Director

Description

You will drive the engine of Greenpeace in one of its fastest-growing regions in terms of income and monthly supporters. As a member of Greenpeace East Asia's Fundraising & Engagement Leadership department, you will lead two teams; one focusing on supporter retention and the other on development and acquisition. This is an opportunity to work at the forefront of global fundraising; developing new techniques in high-growth and emerging markets, and taking advantage of the global resources and networks Greenpeace has to offer.

About Greenpeace East Asia

Surging economic development in East Asia has brought widespread prosperity, but has also taken a severe environmental toll, both regionally and worldwide. Greenpeace East Asia works to halt the dangerous impact of climate change, stop toxic pollution, ensure food security, end illegal deforestation and defend the oceans.

By working cooperatively across the region, Greenpeace is committed to ensuring a green development pathway together with the people of Mainland China, Hong Kong, Taiwan and South Korea.

Purpose of the Role

The Fundraising Director will lead a dedicated team of fundraisers to provide the necessary vision, leadership, and fundraising skills which will enable the organisation to achieve its fundraising income, donor targets and organisational development programme.

The Fundraising Director reports directly to the Deputy Executive Director and is member of the Greenpeace's Senior Management Team (SMT), sharing in a collective responsibility to deliver the organisation's strategy and vision: a future where humanity respects, protects and celebrates the natural world for the benefit of all. The Fundraising Director will also be a member of the Senior Leadership Team for Fundraising and Engagement.

Duties and Responsibilities

Strategy and planning:

- As a member of the senior management team, contribute to organisational strategic planning and organisational development.
- Lead the annual fundraising planning process to produce effective strategies to achieve income targets across the range of revenue streams.
- Lead the development of long-term strategies to achieve organisational goals.
- Identify new potential income streams and produce strategies to access these funds.
- Advise members of SMT on the availability of funds and the viability of obtaining funds to support campaign initiatives.
- Manage income and expenditure budget planning, including attending finance committee meetings to report and giving advice on fundraising matters.

Fundraising:

- Manage an effective fundraising team that delivers fundraising income targets.
- Line manage fundraising staff, including setting individual objectives and work plans; managing performance and implementing personal development programmes.
- Ensure that there is cohesion and continuity in Greenpeace East Asia's fundraising strategy and best practice across the region.
- Work with the Finance Director to ensure local market compliance and governance is carried out at a high standard.
- Oversee the management of grant and trust income programmes, supporting the senior fundraising manager as necessary and ensuring production of effective, high-quality proposals and reports.
- Lead the yearly individual giving development plan for Greenpeace East Asia, which includes recruitment and development of new donors.
- Lead on development of new funding streams.

- Develop and maintain effective supporter journeys for the development of relationships and retention.

Financial Planning and Budget Management (with support and cooperation of Head of Data Insights & Strategy):

- Produce cost-effective budgets to achieve action plans.
- Develop and maintain income and expenditure tracking and evaluation systems.
- Ensure the Fundraising Department is kept within budget.

Engagement and Campaign team collaboration:

- Ensure cross-functional working with Engagement and Campaign teams to develop a truly integrated fundraising strategy including managing information flows to facilitate good cross team communication and coordination.

Preferred Candidate Profile**Essential Experience**

- At least three years' experience in a similar Director role.
- Track record in fundraising that has directly resulted in increased income for an organisation.
- Successful, significant and relevant achievement at management level in a comparable national/international organisation.
- Ability to build, manage and develop key stakeholder, client and donor relationships.
- Experience in Audience/Research analysis would be a plus.
- Fully understands the dynamics of risk management and the legal requirements of charity governance.

Essential Skills and Knowledge

- Record of bringing innovative creative thinking and fresh ideas to an organisation and/ or its services.
- Knowledge of the fundraising environment and of a range techniques and disciplines which will support the cost effective generation of income for GPEA.
- Convincing and persuasive written and oral skills with the ability to present and convey complex ideas and issues clearly and coherently.
- Ability to evaluate the type of initiatives and programmes within the scope of the post and initiate, develop and deliver new initiatives that build on their successes.
- Commitment to Greenpeace core values and strategic direction.

Meta Fields