



SOUTHEAST ASIA

RECRUITMENT PACK

Greenpeace, one of the world's most respected and dynamic organizations, is an international non-profit global campaigning organization that acts to ensure the ability of 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 behavior, 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, an international environmental non-government organization, is comprised of 26 independent national and regional offices across the world covering operations in more than 55 countries.

To maintain our 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 our 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 lead to various environmental problems.

Greenpeace in Southeast Asia

Greenpeace opened our first office in Southeast Asia in 2000. In 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 actively campaigns across the region to catalyze an energy revolution, protect ancient forests and our oceans, create a toxics-free future and create a shift to sustainable agriculture.

Greenpeace has four offices in Southeast Asia (GPSEA) —in Thailand, Indonesia, Philippines and Malaysia and currently composed of: Programme Department (Campaigns, Communications, Public Engagement & Actions), Fundraising, Operations Support (Human Resources, Finance & Admin, Information Technology, Security) and Executive Office. Currently, Greenpeace Southeast Asia employs nearly 200 staff across the region, excluding the direct dialogue fundraisers.

THE POST: SUPPORTER RELATIONS COORDINATOR

Job Summary:

The Supporter Relation Coordinators' role is to ensure effective relationship building and retention of supporters and potential supporters using a range of methods and activities. As part of the Fundraising Department in the Philippine office, SR Coordinator will report to the Fundraising Manager and work in close partnership with the Supporter Care Officer (PH) and tele-marketing team (in-house or outsourced) and regional FR teams (ROAR, SC Coordinators in Indonesia, Thailand and Malaysia) to deliver a best practice “supporter journey” and contribute to increase our retention rate to 60% in 2018.

As Greenpeace has a policy of not soliciting funds from corporations or governments, we are reliant on the support of individuals for all the funds to carry out our environmental campaigns.

Key Duties

1. Implementation of donor retention and development strategies
 - Implement retention and relationship strategies with respect to timeline and allocated budget and ensure the development of a long-term relationship with our individual donors that generate maximum lifetime value and retention.
 - Support the FRM in understanding and utilizing data segmentation and data profiles to ensure that the right message goes to the right donor, via the right channel, at the right time.
 - Share inputs on who, what, when, and how to inspire and communicate with supporters and potential supporters. Identify, and cost effectively, meet their needs.

- Build an effective relationship with our financial supporters (and potential supporters) using a range of traditional and digital methods and activities.
- Work closely with the rest of the fundraising team in the Philippines to achieve annual budgets and KPI objectives by implementing supporter loyalty strategies and programs

2. Planning and preparation for implementation

- Support and give inputs in developing the GPSEA donor retention strategy.
- Facilitate relationship and coordinate with external suppliers and agencies.
- Participate in the benchmarking and testing of retention programs.
- Provide inputs in developing supporter journeys, donor segmentation, tracking processes, and use of new retention tools and methods.
- Help in developing concepts and ideas for creative materials.

3. Supporter Communication and Materials

- Develop or follow-up the development of supporter communications materials with suppliers and agencies. This includes channel selection, copywriting, editing, design concepts, design process management, testing plans and rollout with key performance tracking.
- Develop (english versions) or project manage the production of all direct marketing / supporter communication materials in Philippines with the support of the FRM
- Seek sign-off from FRM Manager and liaise with internal departments to gain approval of all fundraising copy and telemarketing scripts.
- Work closely with Telemarketing Coordinator and/ or Officers by writing TM scripts and ensuring the consistency of all communications for the Lead Conversion, Upgrade, Recapture and Reactivation programs and other call programs.
- Work closely with Supporter Care officer to deliver and ensure the timeliness and consistency of all supporter care communications.
- Work with Supporter Care and Engagement units to organize events to enhance supporter loyalty and increase income.
- Manage print and mailshop requirements of the department, including but not limited to the print production and mailing of the following:
 - ✓ printed newsletters
 - ✓ e-newsletter/ e-digest
 - ✓ snapshot and annual receipt
 - ✓ donor birthday and Christmas card

- Coordinate with FRM to ensure that the following routine supporter communications are accurately and promptly sent out to target supporters/ donors:
 - ✓ online edition of newsletter
 - ✓ campaign updates
 - ✓ invitations
- Work closely and provide guidance to the telemarketing team for a sustainable and relevant supporter care and retention program content through consistent fundraising communication materials in line with the campaigns.
- Ensure all materials are in line with Greenpeace brand guidelines and reflect our mission and values.
- Develop effective cross-divisional relationships (integrated work and part of Engagement Digital team) to aid successful fundraising and achievement of campaign and mass networking objectives.

4. Reporting

- Develop call reports, give updates, and provide necessary inputs to assist FRM in monitoring and reviewing Supporter Care and Retention Telefundraising programs.
- Work with Regional Database Team in developing relevant reports for Supporter Care and Retention programs
- Work closely with Supporter Care Officer to ensure the accuracy and timely submission of the monthly Fundraising Income Report

5. Budget Management

- Monitor the budget for supporter relationship programs in PH on a regular basis.
- Track and report the variances with yearly targets (ODP).
- Assist the FRM as required with the regular financial reporting and budget control for Supporter relationship communication.
- Work with the Fundraising Manager and Fundraising Director to prepare annual budgets and forecasts and work to ensure we meet these

6. Innovation

- Research, test and implement new initiatives and innovations in order to improve the supporter retention & development communications (as agreed with FRM and/or in consultation with RRDC)

7. Other duties as directed

- Any other duties required by FRM (e.g. project representation).

Educational Background & Fundamental Qualifications

Level of Education: Bachelor's degree or higher

Field of Study: Bachelor Degree in Marketing/Communications/Business
Administration or related field

Work Experience:

- 3 years+ in developing creative ideas and writing engaging copy
- 3 years+ in managing the production of direct marketing and other printed materials (such as newsletters, brochures and annual reports) and online material
- Experience in relationship building and supporter / customer care

Competencies and Skills

Organizational Competencies

- **Professionalism:** Knowledge and/or experience in managing conduct and emotions in a way that represents the values and realizes the objectives of the organization
- **Teamwork & Communication:** Knowledge and/or experience in working with others and presenting information, ideas, and positions in a clear manner that can easily be understood across diverse and multi-cultural audiences
- **Innovation & Change:** Knowledge and/or experience in reflecting creative and imaginative thinking, an openness to new ideas, and an ability to take calculated risks in order to meet organizational objectives
- **Strategic Thinking & Global Mindset:** Knowledge and/or experience in addressing organizational objectives by developing calculated approaches that integrate an openness to and awareness of diversity across cultures
- **Partnering & Networking:** Knowledge and/or experience in collaborating in cross-functional activities to achieve organizational objectives

Functional Skills

- Excellent interpersonal and communication skills
- Excellent copywriting, storytelling and editing skills
- Strong written and spoken English and Thai languages
- Excellent attention to details, time management and organizational skills
- Computer literate, Knowledge and/or experience in Windows pack office, design tools, emailing and digital analytics solution

- Negotiation and influencing skills
- Knowledge and/or experience in fundraising reporting and analysis
- Knowledge and/or experience in database systems, reporting and management
- Knowledge and/or experience in managing suppliers or agencies
- Knowledge and/or experience in local fundraising markets and practices
- Able to work successfully as part of a team
- Ability to work under pressure and to meet deadlines
- Open minded, out of the box thinker

Specific Work Environment

This position requires the employee to have a flexible approach and the ability to adapt and work in different and challenging work and cultural environments, which may include flexible arrangements working in challenging field and frontline work environments.

Commitment to non-violent direct action as a means of affecting change

Willingness to work beyond normal working hours

Willingness to travel

THINGS YOU SHOULD KNOW BEFORE APPLYING TO THIS POST

WORKING HOURS

Normal hours of work for full time Employee will be forty (40) per week or (5) days in a week, at 8 hours per day excluding an hour lunch break. This will be from Monday to Friday, between the hours of 8:30 am to 6: 30 pm. Ordinary hours of work may be varied as agreed between staff and the line managers.

LEAVE

A permanent employee will be entitled to the following leaves:

Annual Leave: 20 days

Sick Leave: 30days

Parental Leave: As per labor laws and Greenpeace policy

Long Service Leave: 2 months paid leave after 5 years of continuous service

Compassionate leave: maximum of 5 days for the death of significant others

SALARY

In determining salary offer for this position, Greenpeace applies its Salary Grading Process, taking into consideration the job description and applicant's previous experience, and the organization's salary grade.

INSURANCE

Greenpeace provides health insurance and travel insurance to its employees.

LEARNING AND DEVELOPMENT

Greenpeace is committed to providing its employees with learning and development opportunities to be able to perform its functions more effectively. Through its mentoring process and annual Performance Management System, staff's development objectives are identified and prioritized.

EQUAL EMPLOYMENT OPPORTUNITY

Greenpeace is committed to the principle of Equal Employment Opportunity for all employees, regardless of sex, marital status, nationality, religion, age, sexual orientation and any other characteristics unrelated to the performance of the job. Selection will be in accordance with objective, job related criteria and the appointment will be on the basis of applicant's merits and abilities.

HR POLICIES AND PROCEDURE

Greenpeace management and staff are given guidance on the implications of the equal opportunities policy. Policies and procedures are reviewed to review and adapt current practices to promote equality of opportunity. Other organizational policies and procedures will be fully discussed to the successful applicant.

APPLICATION GUIDELINES

Interested candidates are invited to write a Letter of Introduction, explaining why you are qualified for the position and why you want to work for Greenpeace, fill out the attached Application Form which can be downloaded at <http://bit.ly/gpphsrc>, and email to jobs.ph@greenpeace.org

Deadline for Applications: January 30, 2019

As we receive a large number of applicants for our advertised vacancies, we are unable to respond to those applicants who have not been shortlisted and we apologize for this in advance. If you do not hear from us within two weeks of the closing date, please assume that you have not been shortlisted.

GUIDANCE IN COMPLETING YOUR APPLICATION FORM

1. Read the recruitment pack carefully before completing your application form. The recruitment pack contains information about Greenpeace, about the job you are applying for, and brief information on employment conditions.
2. Complete all items in the application form. Remember that this will be our basis for shortlisting candidates. **Curriculum Vitae (CVs) will not be accepted.**

3. Make sure you email the form to the correct email address (jobs.ph@greenpeace.org), addressed to the HR Department, and ensure that your application form arrives before the closing date. Application forms received after the closing date will not be accepted.
4. If you have questions, kindly email jobs.ph@greenpeace.org.

Thank you and we look forward to receiving your application letter and completed application form.