

## Job Title: Key Relationship Coordinator (Major Gifts, and Legacy)

### Level this JD covered (internal)

L1 - Key Relationship Coordinator (Major Gifts, and Legacy)

L2 - Key Relationship Coordinator (Major Gifts, and Legacy)

L3 - Senior Key Relationship Coordinator (Major Gifts, and Legacy)

L4 - Senior Key Relationship Coordinator (Major Gifts, and Legacy)

### Role (Support/Realise/Build/Enable/Steer)

Realise

### Purpose and Scope of the Job

The Key Relationship Coordinator belongs to the Fundraising & Engagement department and reports directly to the Major and Legacy Gifts Manager/ or designate. (L1-L4)

The Coordinator will work with the Major and Legacy Gifts Manager to help supporters who want to or have an interest to donate to Greenpeace and to secure and grow the major and legacy income for Greenpeace campaigns. All work is aimed at contributing to the short and long-term revenue growth of the fundraising department. (L1-L4)

### Scope

For this purpose, the Coordinator is required to understand well both the Major Gift, local Foundation and Legacy programs and their relevance to retain and grow major and legacy gifts and donors based on the strategy which Major and Legacy Gifts Manager creates. The role will also design and implement supporter journeys; develop, coordinate and execute major and legacy gift fundraising campaigns for donation asks and new donor acquisition through various channels and opportunities; develop personal relationships with major, legacy, local foundation and prospect donors.

Critical to the success of this role is ownership, integrity and a strong passion to realise the desired future. The Coordinator is expected to identify and create face-to-face or online engagement opportunities such as in-person meetings, events and personal communication (e.g. phone calls, emails, mailings, zooms), build trusting relationships, amplify donors' feelings of philanthropic joy through donations, and think and act spontaneously on what you can do to make them feel good about giving and want to donate again. These tasks will include working with other departments as well as all other related matters, including coordination with agencies, consultants and external designers and so on.(L1-L4)

Note that in all tasks, the Coordinator is expected to manage the project independently, but you will get support and follow-up from the major and legacy gift manager if and when necessary.

### Job responsibilities

## 1. Legacy gift program

The Coordinator aims to increase the legacy donor pipeline and maximise donations from supporters who wish to make use of part of their legacy or inheritance to help protect the environment. The Coordinator is required to perform the following tasks with the support of the manager:

- **Acquisition:** Develop and implement measures such as legacy events including co-host events with professionals and/or other NGOs, legacy TFR with in-house TFR team or outside vendor, donor survey, advertisement, marketing campaign and so on to attract new legacy donors. (L1-L4)
- **Secure legacy donations:** Ensure the legacy gifts are realised and, in complex cases including comprehensive bequest and real estate, work with Major and Legacy Gift Manager and legacy gift consultant or professionals to secure them. (L1-L4)
- **Donor Development:** Develop and implement donor journeys to foster and support legacy donors to want to make the Will including legacy gifts. (L1-L4)
- **Stewardship:** Build and maintain good relationships with existing legacy donors through reporting on activities and returns, and develop and implement measures to increase the number of the Will and the amount of donations for living gifts. (L1-L4)
- **Keep abreast of Legacy market trends and find external opportunities:** Participate in the sessions and campaigns organised by external organisations to learn about legacies and new opportunities. (L1-L4)
- **Other needed works:** All necessary related work such as sending the legacy leaflets to new donors, responding to enquiries from existing donors and the public about legacy donations, managing the material creation with vendors, recording and managing the donor information in Salesforce appropriately and other requested works. (L1-L4)
- **Develop the program:** Proactively develop and implement new ideas and plans based on strategy, and contribute to the achievement of targets for legacy gift program (L3-L4)

## 2. Major gift program

- **Implements major gift plans based on the strategy.**
- **Secure the major gifts:** Work with managers to develop personal proposals, and to secure the income by coordinating the ask meetings (L1-L4).
- **Local Foundation work:** Take responsibility for yearly applications to local foundations(L1-L4)
- **Prospect work & Donor Development:** Acquire new major donors or get upgrade gifts from existing major donors by identifying the high-value potential donors/non-financial donors. Design and implement personal donor journeys and build relationships to set ask meetings based on each journey. This work includes developing and leading custom events utilising campaigners and outside professionals to solicit prospect donors. (L1-L4)
- **Stewardship:** Design and implementation of communication and donation experiences to increase satisfaction with existing major donors such as producing thank you letters and activity reports, organising private events, creating opportunities to participate in campaigns.(L1-L4)

**Other needed works:**

All necessary related work such as managing the material creation with vendors, recording and managing the donor information in Salesforce appropriately and other requested works. (L1-L4)

## Job responsibilities

### 3. Cross-Functional Team Collaboration and Information Sharing

- Share the success stories with the wider fundraising teams such as GPEA FR&E department members (L1-L4)
- Work closely with the internal other teams of Key Influencers, Contents and Project to leverage fundraising opportunities. (L1-L4)
- Keep up to date with sector trends and market developments (L3-L4)

Other as necessary

As this position could require you to speak on behalf of Greenpeace in public at the events and relationship building, you need to have a strong interest in and passion for solving environmental issues, especially climate change, biodiversity, oceans and plastics, and to make effort to communicate the importance of Greenpeace's activities to the audience.

## Job Responsibilities

### Competencies Profile

Act with integrity  
Champion for Change  
Coordinate & Implement Plans  
Demonstrate Expertise  
Demonstrate Resilience  
Engage Supporters (FR)  
Prioritize & Organize Work  
Strive for Result & Quality (FR)

### Skills and Expertise required

At least 3 years' experience in delivering customer satisfaction and results in the area of high-value purchases or donations, e.g. fundraiser/department store external sales department / high net worth

- marketing / high value or luxury brand sales to individual wealthy class consumers
- Be able to work on their own initiative and report, communicate and consult accurately
- Strong communication, interpersonal skills and coordination skills to solve problems
- Good analytical and reporting skills
- Strong writing skills
- Business level of English (written and spoken)
- Clean or neat handwriting (e.g. required for handwritten thank-you letters)

Enthusiasm in environmental protection and ability to communicate Greenpeace's mission to various

- people
- People who find it rewarding to achieve their goals
- Able to participate in events and other activities on weekends, holidays and sometimes evenings

### Specific Work Environment

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