

JOB DESCRIPTION

Job Family (Internal): Key Relationship Coordinator (Major Gifts and Legacy in Japan)

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

Role: Realise

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)

Reports to: Major & Legacy Gifts Manager or Designated

Effective From: July 2023

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 Japan (GPJ) and to secure and grow the major and legacy income for campaign victory. 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 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 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, online conferences), 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, external designers and so on.(L1-L4)

The Coordinator is expected to manage the project independently, with the support from the



Major and Legacy Gifts manager if and when necessary.

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 normal donations are realised and, in complex cases including comprehensive bequest and real estate, work with Major and Legacy Gifts Manager and legacy gift consultant or professionals to ensure 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 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)
- **Integration of major gift strategy with legacy goals:** Communicate widely the legacy donation as living gifts opportunities for contributing to major gift program and make sure the donations are realised (L1-L4)
- **Keep abreast of Legacy market trends and find external opportunities:** Participate in the sessions and campaigns organized by Legacy Gift Association, Green Legacy program and En-gift program to learn the legacy gifts and to get new opportunities. Keep good relationships with consultants and professionals to work with legacy gift confirmation (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 with ownership
- **Secure the major gifts:** Work with managers to develop personal proposals, and to secure the income by coordinating the ask meetings (L1-L4).
- **Shinrai Shion Foundation work:** Take responsibility for yearly application and daily work related Shinrai Shihon Foundation for major donor's tax reduction. (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, by designing and implementing personal donor journeys and by building relationships to set the ask meetings based on each journey. This work includes developing and leading custom events utilizing 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)
- **Third-party donation support:** Work with manager to judge the availability of donation acceptance and support her/him to fix it. (L1-L2) Or take the lead in the third-party donation cases based on the approval from manager. (L3-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)
- Proactively challenge new ideas and plans to realise set team objectives based on strategy, and contribute to the achievement of targets (L3-L4).
- Serve as an important liaison and listening post with key supporters to enhance the value and extend the impact of the campaign (L3-L4)

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 and plastics, and to make efforts to communicate the importance of Greenpeace's activities to the audience.

Skill 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
- Fluent in writing and speaking Japanese
- 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
- Ability to handle coming to the office in Tokyo twice a week

Work environment

Preferred candidate profile

- Experience working in an NGO/NPO (including part-time, volunteer or internship)
- Experience in dealing with, cultivating, and soliciting major and legacy donors
- Knowledge and Experience on legacy gifts and related laws are highly desirable
- Knowledge and work experience in fundraising
- Experience using Salesforce
- Advanced understanding or training on the environmental issues
- Result-oriented and willing to look for different opportunities to achieve goals.
- Can produce results under pressure
- (candidates with diverse family care needs and backgrounds are also welcome)