GREENPEACE

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Job Code:

JOB DESCRIPTION

Job Title: Supporter Development Manager (Japan)
Reports To: Japan market lead (or Regional Fundraising & Engagement Director) or designate
Job family (Internal): PnDD (Unit: Supporter Development & Retention – Japan)
Role (Internal): Build
Level this JD covered (Internal):
B1 - Supporter Development Manager
B2 - Supporter Development Manager
B3 - Senior Supporter Development Manager
B4 - Senior Supporter Development Manager

PURPOSE and SCOPE OF THE JOB

Overall

The Supporter Development Manager is a strategic, hands-on leadership role responsible for the vision, development, and delivery of the supporter retention and value-growth program in Japan. The role is accountable for maximising supporter lifetime value (LTV) by optimising retention, upgrade pathways, reactivation, supporter pipeline and mass-market supporter development strategies, including special and warm appeals that turn single-gift donors into regular giving, while balancing short-term income and long-term supporter value.

The role also contributes to acquisition through one-off gift campaigns, mailings, events, community and peer-to-peer fundraising. In a small team, the manager is a player-manager: line-managing the Supporter Relationship Officer and the part-time Supporter Care Assistants, and running journeys and appeals, to ensure fundraising targets are met while maintaining a seamless, inspiring supporter experience.
The role shifts the relationship from repeated asks to welcome, thanks, impact and recognition, and reports a supporter-experience measure alongside income.

Key Responsibilities

1. Strategy, Planning & Performance

- **Develop** the annual plan, budget and income goals for supporter development with the line manager, and set a roadmap to reach them with the best return on investment.
- **Own and monitor** supporter lifetime value and its drivers: retention, upgrade, average gift growth, reactivation and single-gift to regular conversion.
- **Forecast and track** income and expenditure monthly, and recommend where to invest based on supporter value and ROI.
- **Identify** risks, opportunities and corrective actions.

2. Supporter Journeys, Content & Campaign Calendar

- **Design, write and build** supporter journeys hands-on (welcome, thank-you, impact, anniversary, upgrade, save, reactivation) in the marketing automation tool (e.g. HubSpot), with the Web & Social Media Developer.

- **Ensure** effective delivery of:
    - Upgrade, retention and reactivation programmes
    - Lead-to-donor follow-up with Digital Fundraising, with a clear hand-over once a lead becomes a donor
    - Special and warm appeals (e.g. emergency, campaign-moment and year-end), developed with Programs
    - Single-gift to regular giving: a follow-up journey after each one-off gift
- **Lead** campaign calendarisation for supporters: plan the annual contact calendar with Programs, Digital Fundraising and Brand & Audience Growth, so acquisition, retention, appeals and mailings work together and supporters are not over-asked.
- **Write** or edit content (emails, messaging platforms, letters, printed newsletters, annual report, call scripts) using real campaign outcomes and impact stories from local and global Programs; include thank-you, anniversary and recognition moments, not only asks.
- **Test and improve** journeys, appeals and mailings continuously, and report results by segment.

3. Mailings, One-off Acquisition, Events & Peer-to-Peer Fundraising

- **Plan and run** mailings to supporters (appeals, newsletters, renewals, year-end and thank-you mailings): briefs, data selections, print and mailing-house suppliers, response handling and results.
- **Plan and run** one-off gift acquisition campaigns (e.g. emergency and campaign-moment appeals, year-end giving) with Digital Fundraising and Brand & Audience Growth, and move new one-off donors into regular giving.
- **Support** events and community fundraising with Brand & Audience Growth (planning, logistics, sign-ups with consent, follow-up journeys), and develop events that engage mid-level donors.
- **Develop** peer-to-peer fundraising (supporters raising money among friends, family and colleagues, e.g. birthdays, challenges, runs): set up the platform and toolkit, support fundraisers, thank them and their donors, and bring new donors into journeys.

4. Supporter Pipeline & Segmentation

- **Own** the market's supporter segmentation with Data colleagues: define, document and update the segments (e.g. new, regular, single-gift, mid-level, lapsed, at-risk), so every journey, appeal, mailing and call reaches the right supporters with the right message.
- **Implement** recognition, involvement and stewardship programmes to retain and inspire supporters.
- **Develop** mid-level donors, and hand major gift and legacy prospects to the Legacy & Major Gifts Manager and Key Relationship Coordinator.

5. Supporter Care & Telemarketing

- **Make sure** first-line care (inbound enquiries, changes, complaints) protects trust, with clear service standards.
- **Handle** failed payments (card and bank auto-debit) and early attrition in the first months proactively.
- **Manage** telemarketing (agency or in-house callers) for welcome, upgrade, save and reactivation calls: briefs, scripts, quality checks and KPIs.
- **Handle** high-level complaints related to fundraising activities.

6. Team Leadership & Internal Collaboration

- **Line-manage** the Supporter Relationship Officer and the part-time Supporter Care Assistants: set objectives, coordinate the work, and develop their skills through annual plans.
- **Coordinate** with Programs, Comms, Brand & Audience Growth and Digital Fundraising so acquisition and retention are planned as one.
- **Work** with Data and Technology colleagues on data quality, segmentation and journey reporting.
- **Share** good practice with regional counterparts, encourage testing and innovation, and host coordination meetings with local fundraising teams.

7. Accountability: Governance, Compliance, Budget & Risk

- **Monitor and report** on key metrics: retention at 12 and 24 months, early attrition, upgrade rate and average gift growth, reactivation, single-gift to regular conversion, appeal and mailing response rates, one-off acquisition cost, event and peer-to-peer income, supporter satisfaction, and monthly income/expenditure.
- **Own and manage** programme budgets, with accurate forecasting, cost control, timely invoicing and compliance with internal controls.
- **Ensure** all supporter contact (mail, calls, email, messaging apps) follows consent and data protection rules (Japan's Act on the Protection of Personal Information and rules on marketing email), opt-out requests and Greenpeace's ethical fundraising standards, and that agencies, suppliers and callers comply.
- **Identify and manage** operational, reputational and income risks.

Skill and Expertise Required

- **Experience:** 5+ years in NGO fundraising, marketing or CRM, including designing donor journeys and marketing automation (e.g. HubSpot, Salesforce). Experience with mailings, special appeals, events, community or peer-to-peer fundraising is a plus.
- **Hands-on skills:** journey building and copywriting (email, LINE, letters, mailings).
- **Financial Literacy:** Advanced expertise in budget management and expenditure monitoring.
- **Analytics:** Strong data analysis and segmentation; statistical analysis is a plus.
- **People and projects:** Advanced people management, good multitasking and project management.
- **Communication:** Native-level Japanese, written and spoken; working-level English (fluent English desired).
- **A plus:** Salesforce CRM and Hubspot project management certification, advanced Excel.

Work environment

The position works in the office, with occasional evening or weekend work for events.

Preferred Candidate Profile

- ❖ Professional, empathetic, and confident in delivering supporter care.
- ❖ Ability to thrive in an international working environment
- ❖ Adaptable team player who can also work independently