



## 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 our Earth to nurture life in all its diversity. At the heart of Greenpeace's campaigns is the tradition of non-violent direct actions against environmental abuses and destruction.

**Greenpeace exists because this fragile earth deserves a voice. It needs solutions. It needs change. It needs action.**

Greenpeace, an international environmental non-government organization, comprises 27 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 50 years, Greenpeace has been successful in our campaigns to reverse environmental degradation by bearing witness to environmental destruction and exposing and confronting environmental abuses. 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 its first office in Southeast Asia in 2000. Since then 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 on pressing environmental issues concerning our climate, forests, oceans, food, plastic, livable cities, as well as social justice.

Greenpeace has four offices in Southeast Asia (GPSEA)—in Indonesia, Malaysia, the Philippines, and Thailand, with each office is composed of Programme Department (Campaigns, Communications, Public Engagement & Actions), Fundraising, and Operations Support (Human Resources, Finance & Administration, Information Technology, Security). Currently, Greenpeace Southeast Asia employs nearly 200 staff across the region, excluding the Direct Dialogue Fundraisers.

## **THE POST: FUNDRAISING MANAGER**

(fixed-term)

### **Position Summary**

Indonesia's fundraising market is one of the fastest-growing in Southeast Asia. Greenpeace is looking for a strong leader to grow and expand its fundraising operations in Indonesia and to address some of the critical environmental challenges that the country is facing today. The Fundraising department is responsible for maximizing income from individuals by inspiring and engaging people and developing long-term committed relationships. We aim to build a cost-effective, ethical, and sustainable fundraising base to meet the needs of Greenpeace Southeast Asia. In line with our values, we do not accept money from governments, corporations, or political parties. The Fundraising Manager would play a key role in GPSEA's expansion in the Indonesian market, by strengthening the existing face-to-face channel and diversifying into new ones. The Fundraising Manager would be instrumental in creating a sustainable income generation model to get long-term donors and a steady growth in net incomes

Specifically, our indicators are to:

- Lead new donor acquisition.
- Support the growth of Digital and Middle Donor Channels.
- Improve supporter retention and upgrade programs.
- Grow income from individual donors in Indonesia.
- Increase the visibility of Greenpeace and our campaigns in the country.
- Consolidate existing resources, optimize efficiency to maximize savings, and minimize wastage in total expenditures.
- Develop and implement efficient monitoring and rolling forecasting tools

This is a fixed-term position in the fundraising department of GPSEA, based in Jakarta

### **Duties and Responsibilities:**

#### **Purpose:**

##### Conceptual

- Lead new donor acquisition, middle donor, existing donor retention and supporter care projects for GPID.
- Lead, manage, monitor and evaluate the performance of FR staff in Indonesia.
- Grow income from individual donors for GPID.
- Consolidate existing resources, optimize efficiency to maximize savings, and minimize wastage in total expenditures.

##### Applied

- Improve supporter care, supporter retention, upgrade and mid value donors and major donors programs for GPID.
- Improve quality of donor acquisition by increasing credit card percentage and approval rates for new donors.
- Improve retention of DDC staff and implement a DDC training program.
- Conduct regular field visits with F2F teams and call listening sessions with Tele teams.
- Update FR related policies and SOPs as and when required.

#### **Engage:**

#### Internal

- Ensure all FR team members (including contactors) are updated on SOPs.
- Prepare and submit weekly, monthly, quarterly and annual FR reports.
- Represent Indonesia FR team in regional meetings.

#### External

- Review and take approval for all FR related content for GPID.
- Coordinate with Program & Engagement for content development relevant for fundraising.
- Coordinate with FR agencies in close coordination with DFRD.

#### **Delivery:**

##### Timeliness:

- Prepare annual plans and update them based on the market situation.
- Achieve annual and monthly objectives, as per approved plans for In-house FR activities with support from FR staff.

##### Quality

- Ensure accurate weekly, monthly, quarterly and annual reporting on KPIs to the line manager and regional teams.
- Ensure FR team adheres to SOPs.
- Ensure quality in donor acquisition and donor retention activities, as per defined quality KPIs.

#### **Requirements**

##### **Education**

- Bachelor's Degree OR equivalent work experience
- Marketing/Communication/Business Administration/Related field

##### **Work Experience**

- 5 years' experience in fundraising, direct marketing or sales
- 3 years' experience in leadership roles and managing teams
- 3 years + experience in managing complex budgets
- Ideally have experience working for an international NGO and well versed with different fundraising channels.

##### **Functional Skills**

- Knowledge and/or experience in managing face to face fundraising, telemarketing in house teams and agencies (or similar – eg direct sales)
- Knowledge and/or experience in regular giving fundraising
- Knowledge and/or experience in local fundraising markets and practices
- Knowledge and/or experience in donor retention (or similar – eg customer loyalty)
- Knowledge and/or experience in fundraising reporting and analysis
- Knowledge and/or experience in database systems (Salesforce, Hub spot), reporting and management
- Excellent verbal communication (Bahasa Indonesia and English)
- Strong written skills (both Bahasa Indonesia and English), including the ability to interpret and rewrite information
- Time, task and record management skills
- Ability to take data driven decisions
- Computer skills: Microsoft Office, internet and email

- Confident and motivated, well presented, persuasive and persistent
- Ability to work under pressure and work in flexible hours including some evenings and weekends
- Creative and innovative approach
- Ability to work independently without supervision
- Capable of interacting with wide range of people
- Matured and organized, with an attention to detail
- Planning and evaluation skills
- Customer service and relationship building
- Ability to undertake frequent metropolitan, regional, and occasional overseas travel is a requirement of the position
- Passion and commitment to the values of Greenpeace

### **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 and 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 multicultural audiences.
- **Quality:** Knowledge and/or experience in meeting and surpassing requirements by setting high standards for the conditions of outputs.
- **Innovation and 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.
- **Leadership:** Knowledge and/or experience in guiding and directing the efforts of others by presenting a clear vision, delegating responsibilities and providing constant support and feedback.
- **Strategic Thinking and Global Mindset:** Knowledge and/or experience in addressing organizational objectives by developing calculated approaches that integrate an openness to an awareness of diversity across cultures.

### **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

### **THINGS YOU SHOULD KNOW BEFORE APPLYING TO THIS POST**

#### **Working hours**

Normal hours of work for full-time Employees 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 5:30 pm. Ordinary hours of work may be varied as agreed between staff and the line managers.

**Leave**

A fixed-term employee will be entitled to the following leaves:

Annual Leave: 20 days

Sick Leave: 30 days

Parental Leave: As per labor laws and Greenpeace policy  
Compassionate leave: a maximum of 5 days for the death of significant others

**Salary**

In determining salary offers 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 and life 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 Opportunity Employer**

Greenpeace Southeast Asia is an equal opportunity employer with a longstanding commitment to providing a work environment that respects the dignity and worth of each individual. We recognize and value the benefits and strengths that diversity brings to our employees and the whole organization and we thrive in an environment that encourages respect and trust. We do not discriminate in employment opportunities or practices on the basis of age, ancestry, citizenship, color, disability, ethnicity, family or marital status, gender, gender identity or expression, national origin, political affiliation, race, religion, sexual orientation, veteran status, or any other legally protected characteristic. Selection will be in accordance with objective, job-related criteria and the appointment will be on the basis of the applicant's merits and abilities.

**HR Policies and Procedures**

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 with the successful application.

**APPLICATION GUIDELINES**

Interested candidates are invited to

- (1) Write Letter of Introduction, explaining why you are qualified for the position and why you want to work for Greenpeace,
- (2) Fill out the attached Application form and email to [jobs.id@greenpeace.org](mailto:jobs.id@greenpeace.org)  
Kindly use **the position** you are applying for **AND your full name** as file name for your application form.

Example:

To: **jobs.id@greenpeace.org**

Subject: **Fundraising Manager\_(Name)**

Deadline for Applications: **31 March 2025**

### **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. Write Letter of Introduction, explaining why you are qualified for the position and why you want to work for Greenpeace and 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.id@greenpeace.org](mailto:jobs.id@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.id@greenpeace.org](mailto:jobs.id@greenpeace.org) Thank you and we look forward to receiving your application letter and completed application form.

Please note that we receive a large number of applicants for our advertised vacancies so 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.

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