



Greenpeace South Asia

Job Description

Job title: Fundraising Officer (HNI & UHNI)	Department: Fundraising
Reports to: To the Regional Fundraising Director	Location: Colombo
Purpose of role	
<p>Over the past 2 years, GPSA has built significant credentials and a strong network, who could be leveraged through the solicitation of major gifts. The organization is looking for an individual with an ability to articulate the conversation and implement resources to enable our next chapter of growth.</p> <p>The Fundraising Officer will actively work with the Board, the Regional Fundraising Director and the leadership team to develop a comprehensive sustainable FR strategy to facilitate and build the necessary individual partnerships to reach the organization’s mission.</p> <p>The Fundraising Officer will play a key role in advancing GPSA’s mission by engaging in its growth journey and helping position the organization as a leading climate justice actor in the Global South. This will involve building and nurturing relationships with high-net-worth individuals, fostering collaborative networks, and contributing to scaling the organization’s impact across India and South Asia.</p>	
Key Responsibilities:	
<ul style="list-style-type: none"> • Develop and execute short-, medium-, and long-term fundraising strategies, building partnerships with high-net-worth individuals (HNIs) and domestic and international donors. • Manage the full fundraising lifecycle, including identifying prospective donors, generating leads, conducting meetings and presentations, preparing proposals, and successfully closing funding agreements. • Engage and collaborate with key stakeholders, including the Executive Director, Board members, and relevant teams, while working independently with minimal supervision. • Work closely with the Programme team to develop high-quality proposals, grant applications, reports, and donor communications. • Ability to develop, curate and implement creative events that resonates with prospective high net-worth donors • Conduct in-depth research on prospective donors, including their interests, giving history, and capacity, to inform targeted fundraising approaches. • Maintain and regularly update donor databases, including potential donors, HNIs, ambassadors, and influencers, ensuring accurate and organized records. • Represent the organization at community events, meetings, and conferences to promote its mission and mobilize financial and strategic support. 	
Donor Acquisition	



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- Identify and acquire new high-value donors (LKR 50,000–100,000+), and develop strategies to cultivate long-term engagement.
- Set fundraising priorities, targets, budgets, and quarterly action plans to support donor acquisition efforts.
- Lead the acquisition of high-net-worth individual (HNI) donors through events, digital platforms, and strategic outreach.
- Engage potential partners and Board members to support and expand HNI donor networks.
- Develop high-quality communication and marketing materials to support donor acquisition initiatives.

Donor Relationship Management and Retention

- Design and implement a comprehensive donor engagement and relationship management programme for high-net-worth donors.
- Strengthen donor relationships to encourage increased and sustained giving, maximizing long-term contribution potential.
- Prepare donor reports, presentations, and updates to effectively communicate fundraising progress and impact.
- Address donor queries and concerns in a timely and professional manner, ensuring a positive donor experience.

Decisions (Optional)

- Identify which campaign information should be shared with the prospective donors and in what format, for sensitive issues recommend and decide communication strategy that will significantly contribute to the Units budget in the short to medium term.
- Collaborate with a cross functions team for donor engagement and branding as per the organization’s needs.
- Publications and reports that need to be shared with the donors.

Contacts (Optional)

- Work closely with communications, programme, and leadership teams to align fundraising goals
- Support senior leadership (SMT) in donor meetings and strategic engagements

Resources (Optional)

- Financial resources- Spending a delegated budget for achieving the income for the region from HNI/Major donors.
- Physical resources – Laptop and Ipad (if needed).

Qualifications and Experience:

- Demonstrated passion and commitment to the organization’s mission, with a solid understanding of development issues, particularly in environment, social justice, and climate justice.



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- At least 6-8 years of relevant experience in the international development sector or having experience of managing Key Accounts (sales with HNI) in B2C set up or similar context, with strong exposure to stakeholder/donor engagement.
- Excellent communication skills, including active listening, clear and articulate speaking, and persuasive writing, with the ability to engage and influence diverse audiences.
- Strong interpersonal and relationship-building skills, with proven ability to cultivate and sustain long-term partnerships with donors and stakeholders.
- Self-motivated and confident, with high emotional intelligence, professionalism, and the ability to adapt with sensitivity and flexibility in dynamic environments.
- Proven experience working with boards and senior management, contributing to the development and effective implementation of organizational strategies.
- Demonstrates values of collaboration, transparency, and empathy, with strong communication and negotiation skills; energetic, passionate, results-oriented, and committed to continuous learning.

Partnership:

Internally: Board, RFRD, Major Gift Team (GPI), Programme Team and SMT

Externally: Supporters, Donors, HNI Network, Allies, Agencies working on the similar field

Competencies:

Language:

- English, Sinhalese, Tamil and any other regional language (South Asia)

Organisational:

- Commitment to Mission
- Accountability & Ownership
- Data & Performance Analysis
- Digital & Technology Use
- Critical Thinking
- Organizational & Sector Knowledge
- Financial & Resource Management
- Knowledge of fundraising