



RECRUITMENT PACK

Greenpeace SEA, 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 Earth to nurture life in all its diversity. At the heart of Greenpeace's campaigns is the tradition of non-violent, direct action against environmental abuse and destruction.

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

Greenpeace acts to change attitudes and behavior, to protect and conserve the environment and to promote peace by:

- **Catalyzing an energy revolution** to address the number one threat facing our planet: climate change.
- **Defending our oceans** by challenging wasteful and destructive fishing, and creating a global network of marine reserves.
- **Protecting the world's ancient forests** and the animals, plants and people that depend on them.
- **Creating a toxic free future** with safer alternatives to hazardous chemicals in today's products and manufacturing.
- **Campaigning for sustainable agriculture** by rejecting genetically engineered organisms, protecting biodiversity and encouraging socially responsible farming.

Greenpeace, an international environmental non-government organization, is comprised of 26 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 40 years, Greenpeace has been successful in our campaigns to reverse environmental degradation by bearing witness to environmental destruction and exposing and confronting environmental abuse. 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 our first office in Southeast Asia in 2000. In that time, 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 to catalyze an energy revolution, protect ancient forests and our oceans, create a toxics-free future and create a shift to sustainable agriculture.

Greenpeace has four offices in Southeast Asia (GPSEA) —in Thailand, Indonesia, Philippines and Malaysia and currently composed of: Programme Department (Campaigns, Communications, Public Engagement & Actions), Fundraising, Operations Support (Human Resources, Finance & Admin, Information Technology, Security) and Executive Office. Currently, Greenpeace Southeast Asia employs nearly 200 staff across the region, excluding the direct dialogue fundraisers.

THE POST: Fundraising Manager

Job Summary:

Position Objective <i>(Summary of placement in the function and broad responsibilities)</i>
The Fundraising Manager is responsible for delivering fundraising strategy and budget to achieve the income from individuals as approved financial budget by inspiring and engaging audiences and developing long term committed relationships. The post holder will lead and manage all fundraising annual planning and budgeting processes related to funding including the ongoing retention and development program for acquired supporters. In addition is to analyze and monitor the trend of the donor community.

Duties and Responsibilities <i>(Functional statements defining the responsibilities and objectives)</i>		
Purpose <i>*substantive contribution of the job</i>	Conceptual	<ul style="list-style-type: none"> ● Oversee all fundraising programs and ensure that activities are aligned to GPSEA fundraising strategy and appropriate to the local country context. ● Develop fundraising policies and strategies to deliver income from donors as approved financial budget. ● Lead and manage all fundraising programs; Face to Face Fundraising, online fundraising, tele-fundraising, lead generation/conversion and other acquisition channels including the ongoing retention and development program for acquired donors. This includes ensuring all fundraising programs are aligned to GPSEA fundraising strategy and ROI. ● Supervise and monitor the Face to Face Fundraising Specialist and Donor Retention Specialist and support in implementation of strategy and ensure achievement of financial budget.

		<ul style="list-style-type: none"> • Prepare business models to optimize the various programs managed by the role in consultation with the line manager. • Analyze monthly performance and various KPIs defined in the budget plan and report progress to the DFRD on a regular basis as agreed.
	Applied	<p>Managing acquisition and retention programs.</p> <ul style="list-style-type: none"> • Manage and implement all existing acquisition programs at a country level under the guidance of the DFRD. • Manage external agencies to deliver fundraising acquisition, including keeping teams up to date, inspired and engaged with GPSEA issues and works. • Manage and monitor the retention programs for existing donors as set out in the budget. This includes managing programs like reactivation, upgrade, supporter care processes and supporter communications. • Closely monitor donor attritions at different stages and take proactive measures to plug the leaks. • Develop a middle donor giving program under the guidance of DFRD. • Liaise with campaign and engagement teams for sourcing relevant information, updates and contents on a regular basis. • Develop a calendar for both internal and external fundraising events. • Ensure that the required number of fundraisers are present at all times in the teams and take proactive measures to fill up any vacancy quickly to avoid business loss. • Ensure that the Face to Face fundraiser teams are always provided with the required quantity and quality of venues as guided by the DFRD. <p>Managing the fundraising agencies</p> <p>Donor processing agency.</p> <ul style="list-style-type: none"> • Oversee the donor processing and other functions undertaken by agency. • Support the agency with necessary contents and timelines. • Review results and performances on a monthly basis along with the DFRD. <p>Fundraising agency</p> <ul style="list-style-type: none"> • Provide relevant materials and brief on our campaigns to the agency. • Conduct the monthly training of the agency fundraisers to keep them up to date on our campaigns. • Provide FAQs to the agency fundraisers for effective

		<p>objection handling.</p> <ul style="list-style-type: none"> • Provide venues and permission support to the agency. • Review results and performances on a monthly basis along with the DFRD. <p>Monitoring and evaluation.</p> <ul style="list-style-type: none"> • Provide monthly reports and other analysis as required by the DFRD. • Measurement and tracking in place for all acquisition programs. • Post campaign analysis is carried out on all programs including results, key learnings and recommendations for future activities. <p>Other</p> <ul style="list-style-type: none"> • Take on other responsibilities as requested or assigned by the Deputy Fundraising Director and collate Programs information, evaluations, reports and feedback as necessary • Be flexible with working times that may include.
<p>Engagement</p> <p><i>*internal and external communications</i></p>	Internal	<ul style="list-style-type: none"> • Collaborate with FR team and appropriate colleagues in the organization such as campaign, public engagement, communications, digital, IT and finance.
	External	<ul style="list-style-type: none"> • Engages medium and major donor communities to build awareness of organisation's programs and opportunities for collaborations. • Acts as focal point for major donor to ensure up-to-date knowledge on the status of program budgeting and delivering • Manages the outsourced Fundraising Agency and Database Management Agency based in Thailand and other agencies as required
<p>Delivery</p> <p><i>*organisation and planning elements</i></p>	Timeliness	<ul style="list-style-type: none"> • Manage, monitor and forecast fundraising budget in line with objectives and KPIs, reporting to the Deputy Fundraising Director on income and expenditure and highlight variances in a timely manner and in line with budget timescales.
	Quality	<ul style="list-style-type: none"> • Deliver and initiate the quality fundraising reports to the Deputy Fundraising Director on time.

Requirements (Education, experience and technical competencies required of the job)

Level of Education: Bachelor's Degree or higher
in Marketing/Communications/Business Administration or related field

Work Experience:

- More than 5 years in managing fundraising or non-profit campaigns or related fields.
- Experience of leading and managing complex teams
- Experience of complex budgeting and forecasting income and expenditure budgets.
- Demonstrable experience of using consumer insight, data analysis and market research for

strategy development

Competencies and Skills:

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 & 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.
- **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.
- **Quality:** Knowledge and/or experience in meeting and surpassing requirements by setting high standards for the condition of outputs.
- **Strategic Thinking & Global Mindset:** Knowledge and/or experience in addressing organizational objectives by developing calculated approaches that integrate an openness to and awareness of diversity across cultures.

Functional Skills

- Excellent communication skills: both verbal and written communication skills are important for the role of a fundraising manager. You will also need to build long-term relationships with potential donors and persuasively explain your charity's cause to them.
- Research skills: good at researching and devising strategies, as well as spotting and taking advantage of donation opportunities
- People management abilities: adept at managing others, whether they be in your team, in the wider organisation or partners.
- Strong budget management skills, organisation skills and IT skills are also important as these will all support you to achieve the fundraising targets you're aiming for.
- Overseeing events and campaigns

THINGS YOU SHOULD KNOW BEFORE APPLYING TO THIS POST

APPLICATION GUIDELINES

Interested candidates are invited to write Letter of Introduction, explaining why you are qualified for the position and why you want to work for Greenpeace, fill-up the attached Application and email to: jobs.th@greenpeace.org

Deadline for Applications: February 12th, 2022

As we receive a large number of applicants for our advertised vacancies, 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.

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. 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.th@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.th@greenpeace.org.

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