



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, is comprised of 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 40 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 the 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, liveable 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: Donor Service and Tele-Marketing Senior Coordinator

(1 Year Fixed Term Contract)

Position Summary

The Donor Service and Tele-Marketing Senior Coordinator role is vital in strengthening donor relationships and maximizing financial contributions. This role combines the effective planning and execution of telemarketing programs with exceptional supporter care programs, ensuring that income, supporter growth, retention, and expenditure targets are achieved. The Coordinator will lead a team to deliver efficient telemarketing and supporter care operations while enhancing donor loyalty and lifetime value. You will work closely with the Supporter Relations and Database teams.

Duties and Responsibilities:

- Support development of donor retention and upgrade strategy for GP TH
- Responsible for delivering high-quality supporter care services to retain and enhance relationships with existing Greenpeace donors.
- Drive growth in donor contributions by reactivating, upgrading, and retaining existing donors through effective telemarketing strategies.
- Support Greenpeace's fundraising goals by meeting annual budgets and KPIs (Key Performance Indicators) through strategic planning and implementation.
- **Effective planning and Team leadership**
 - Implement telemarketing and supporter care strategies to achieve annual budgets, KPIs, and organizational goals.
 - Assist in creating and managing budgets for telemarketing and supporter care operations, aligning with the Fundraising's development plans.
 - Lead, inspire, and manage teams to deliver high-quality telemarketing and supporter care programs/activities.
 - Establish effective task flow systems, set clear goals, and ensure timely execution of priorities.
- **Telemarketing Program Management**
 - Oversee Inbound and outbound telemarketing programs (5 members), including acquisitions; reactivations, conversions and retention; upgrade.
 - Increase the financial resources for Greenpeace and build stronger relationships and connections with new and existing donors by performing different retention and acquisition call programs.
 - Recruit, train, and manage telemarketing staff, ensuring they meet performance and quality targets.
 - Develop call scripts and provide ongoing training to optimize telemarketing outcomes.
 - Monitor and analyze key metrics (e.g., call productivity, closing rates) to ensure program success and identify growth opportunities.
- **Administration, Fulfillment and Data Processing**
 - Maintain the quality of data processing by the Supporter Care Team to maximize data integrity whilst balancing with efficiency of processes.
 - Work closely with partner banks to secure the fastest process for automatic debit facility and ensure that new supporters' bank forms are continually followed up with their maintaining branch.

- Receive the financial contributions of supporters through the automatic debit facility. And work with database to improve current auto-debit processes in the database.
- Monitor Processing of one-off cash, credit card and cheque gifts, renewals, reactivations, cancellations, upgrades, changes of details and any other donation or supporter relationship administration task as required.
- **Supporter Care Excellence**
 - Provide a high level of supporter service, fostering loyalty and satisfaction among supporters.
 - Develop and oversee supporter care call programs such as Welcome Calls, Follow up Calls, and tailored communication programs.
 - Lead efforts to resolve supporter complaints and inquiries with professionalism and efficiency.
 - Champion supporter care within the organization, promoting its importance and sharing feedback with teams.
 - Implement all tasks and activities assigned by the line manager within the scope of the role.
- Work closely with the Regional Retention Specialist to align plans and activities with GPSEA FR strategies and best practices to optimize results.
- Work closely with the Supporter Relationship Coordinator to align strategies and maximize the life-time value of Greenpeace Thailand's Supporters.
- Attend the campaign team meetings in order to get the campaign details update.
- Coordinate with Finance team for invoices reconciliation.
- Provide the FR income report to Finance for reconciliation of income against the bank statement.
- Reconcile accounts receivable with the bank and transfer funds from 2C2P to bank account.
- Develop and maintain the relationships with external stakeholders to ensure we have the sufficient and quality data to provide to callers to convert to donors.
- Manage, develop and monitor Greenpeace's relationships with existing suppliers ensuring they are providing the organisation with quality and value for money.
- Maintain accurate reporting and analysis functions and meet deadlines to facilitate effective program management.
- Deliver acquisitions/conversions and income targets based on the budget.
- Provide accurate reporting to the Line Manager and the wider fundraising team regularly. Identify opportunities in the market to develop our Telemarketing outreach and increase Greenpeace Thailand's income.
- Effectively monitor key performance indicators, measure and evaluate the performance of all inbound and outbound telemarketing programs, and ensure that Fundraising targets are met and exceeded.
- Work with Regional Database Admin and Analyst to provide other useful reporting.
- Effectively store and monitor information capital in our database to make sure all data is captured in a user-friendly manner.
- Work with the Line Manager to prepare annual budgets and forecasts and work to ensure we meet these.
- Coordinate operations and ensure schedules and objectives are met.

Requirements:

- Bachelor's degree or higher, Marketing or related field.
- 5 years relevant sales/direct marketing operations and project management experience
- Able to work under pressure, self-motivated, outgoing and result driven personality

- Proficiency in databases, computer system and Microsoft Office
- Excellent analytical skills and data analysis skills
- Experience with operations, process and procedure development
- Strong process optimization and workflow management skills

THINGS YOU SHOULD KNOW BEFORE APPLYING TO THIS POST

WORKING HOURS

Normal hours of work for full-time Employee 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

An 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: maximum of 5 days for the death of significant others.

SALARY

In determining salary offer 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 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 EMPLOYMENT OPPORTUNITY

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 recognise 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, colour, 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 PROCEDURE

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 to the successful applicant.

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.th@greenpeace.org

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.

Deadline for Applications: March 4, 2025

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. 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.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.