



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 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 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: Regional Retention and Donor Development Specialist

Position Summary

The Regional Retention and Development Specialist (RRDS), reporting to the Director of Fundraising (DoFR) and works closely with DoFR in the development and successful implementation of retention strategies to minimize attrition and debit failures and build strong donor engagement based on market research and measurable key indicators.

This role ensures a focus on audience segmentations which ensure long term relationships with our donors that generate maximum lifetime value and retention. Key to the strategy development is understanding and utilizing data segmentation and data profiles to ensure the right message goes to the right donor, via the right channel, at the right time.

This role also involves building effective working relationships among Retention Coordinators across the region to ensure the effective planning, implementation and evaluation of retention campaigns and activities.

This role is based in the GP Thailand office and will have a close working relationship with the regional retention team.

Duties and Responsibilities:

Retention Strategy and Donor Development for the region.

- Support the DoFR for development of the donor retention strategies that drive donor loyalty, reduce churn, and optimize engagement.
- Lead the standardization of donor journey/s while utilizing data analytics, segmentation, and donor insights to tailor messaging, ensuring effective communication at the right time and through the right channels.
- Monitor key retention metrics, identify trends, and recommend data-driven improvements to increase donor lifetime value.
- Lead in the standardization of retention processes, systems and tools to ensure an effective and efficient implementation of the retention plan.
- Support the DoFR in setting up effective, agile and donor-centric retention infrastructure across the region.

Telemarketing – Insights and Reports Management

- Standardize the Telemarketing insights, reports and dashboards in line with the overarching regional retention strategy in consultation with the DoFR, which will aid in the performance evaluation of each TM program.
- Coordinate with the FR Insight Analyst and Database Manager to ensure relevant business intelligence is available and there is optimal utilization of such data and information.
- Assist the DoFR to perform donor base segmentation and trend analysis that will inform the retention strategy.
- Line manage Thailand Donor Service and Telemarketing Senior Coordinator.

Supporter Relations – Insights and Donor Communication Support

- Coordinate with the Insight Analyst and Database Manager in producing relevant data useful in reviewing the existing donor journey, drawing correlation between behavioral indicators of donors

and current KPIs (eg. Open rate, Click-through rate, etc) and provide insights and recommendations to the DoFR

- Provide insights to the DoFR in ensuring that donor journeys are aligned with their country's Integrated Engagement Journey (IEJ).
- Coordinate with the Insight Analyst in conducting retention projects such as donor surveys or audience research wherever deeper insights and data is required by the DoFR.
- Coordinate with the Regional Content and Design Senior Coordinator in providing relevant creative content, whenever required.
- Line manage Thailand's Supporter Relations Coordinator (SRC).

Supporter Care – Development of Systems and Processes

- Develop standard Supporter Care systems and processes across all offices, in line with the larger donor management strategy for GPSEA in consultation with the DoFR.
- Coordinate with the FR Managers and Supporter Care Coordinators in setting up KPIs on their respective Supporter Care programs in collaboration with their local coordinators.
- Create a monitoring process for the DoFR to be able to measure the impact and progress of these systems and tools.

Budget Management

- Plan and manage budget for Thailand Telemarketing, Supporter Care and Supporter Relationship teams and activities
- Advise SRCs in Malaysia, Indonesia and Philippines on planning and monitoring of budget for donor communication, donor merchandise and donor events
- Report back on monthly, quarterly and annual basis on budget utilization

Engagement & Delivery

- Conduct regional retention meetings periodically to facilitate knowledge sharing and learning.
- Collaborate and strengthen relationships with the country and regional Fundraising team and identify key areas where this role can support.
- Participate in the GP retention community of practice to access relevant case studies and best practices that can add value to GPSEA.
- Collaborate with Regional and Country Journey Team to harmonise and integrate the Supporter Journey/s.
- Collaborate with the outsourced Telemarketing Agency and other agency partners as required.
- Provide DoFR with budget forecast insights by conducting a periodic review of the top-level numbers for all retention programs across all offices.
- Shared accountability with country retention team to achieve retention objectives
- Ensure data and reports provided to the DoFR are accurate.
- Propose test and new innovations with a constant focus on improving regional retention content and processes. Introduce trending technology, wherever applicable to strengthen processes.

Requirements:

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

Work Experiences:

- Minimum of 5 years' experience and successful track record in using a wide range of Fundraising and Marketing methods and activities, especially focused on donor retention.
- Minimum of 5 years' experience in managing a team or holding a leadership role.
- Proven experience of planning, implementing and evaluating successful retention programs with a track record of hitting targets/KPIs.
- Relevant experience in developing income and expense budgets and forecasts.

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

- Effective leadership and critical thinking skills useful in the development of Fundraising strategies and plans.
- High level communication skills and an ability to facilitate cross team projects.
- Ability to understand and analyze fundraising data and develop insights, observations and recommendations out of it.
- Good report writing skills including the ability to deliver clear and concise written communications for a range of audiences.
- Fluent in the English language – spoken and written.

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: April 16, 2025

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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.