



Become part of an international non-profit that makes a huge difference by working with companies through corporate partnerships and help secure critical funding for some of Asia's biggest conservation projects.

JOB DESCRIPTION

Position title: Corporate Partnerships Manager

Reports to: Senior Manager, Corporate Partnerships

Date:

- I. **Mission of WWF Singapore:** To ensure a high performing WWF office with efficient operating systems, professional and skilled staff, and strong financial resources. WWF Singapore's focus is on delivering corporate responsibility partnerships, individual donor fundraising, major donor fundraising and community engagement for WWF's priority conservation activities in Singapore and the rest of WWF's global network.
- II. **Major Functions:** The Corporate Partnerships Manager should be able to do business development as well as corporate stewardship.

The role is responsible for creating innovative corporate engagement platforms and fundraising channels. As part of the Fundraising department, the Manager will contribute to bringing conservation knowledge to the local community, focusing particularly on corporate donors by developing and deploying effective partnership models and marketing strategies.

At the same time, also be responsible for account managing our global and local corporate partnerships based in Singapore.

III. Major Duties and Responsibilities:

Business Development – 80% of the time

- Develop and oversee corporate fundraising initiatives to raise funds for WWF's conservation work in Singapore and globally, including but not limited to cause-related marketing, corporate social responsibility programmes and philanthropy.
- Develop new creative innovative corporate products and marketing strategies to engage corporate partnerships for fundraising and donor acquisition purposes.
- Work closely with the Conservation Resource team to identify and develop opportunities for strategic corporate partnerships.
- Identify and foster strong relationships with new corporate prospects and ensure existing corporate donors are stewarded appropriately, resulting in profitable long term partnerships
- Develop tailored corporate sponsorship proposals in support of specific communications and activities including mass fundraising events
- Support the Fundraising Director to ensure that fundraising and acquisition goals are achieved and tracked, and contribute to the department's overall fundraising objectives
- Perform other duties as required

Corporate Stewardship – 20% of the time

- Ensure existing corporate donors from local and global partners are stewarded appropriately, resulting in profitable long term partnerships. Manage these relationships keeping a helicopter view on the partnership.
- Monitor results of campaigns, report back on objectives, apply learnings across partnerships
- Coordinate meetings with the partner and support them in the development of the marketing activation tool kit.
- Organise monthly calls with WWF participating offices in each partnership to update them on the development of global partnerships
- Work with our Market Transformation Team to ensure the delivery of successful business transformation partnerships.
- Work closely with the Conservation Resource team to communicate the progress from projects supported by our partners.
- Coordinate yearly reporting on field results and ensure that partnership development is on line with retro-planning.
- Hold Project Teams accountable to spend the donations on agreed terms.
- Develop case studies on our partnerships. Share best practices of local activations.

IV. Profile:

Required Qualifications

- At least five years' working experience in a similar capacity
- Minimum Bachelor degree in marketing or business administration

Required Skills and Competencies

- Working experience in the corporate sector with in-depth understanding of the national and international business environment in Singapore
- Demonstrated fund-raising skills and experience with corporations
- Strong knowledge and experience in the not-for-profit sector, preferably in environmental non- government organisations or equivalent.
- Excellent interpersonal and influencing skills and the ability to engage with corporates at all levels.
- Outstanding powerpoint presentation skills and public speaking abilities
- Can multi-task as the role requires business development and stewardship.
- Has great time management skills. Flexible, resourceful and able to perform despite tight schedules
- Preferably has international experience in collaborating with markets within the region and globally for bigger accounts that goes beyond Singapore
- Fluent in spoken and written English
- Flexible, resourceful and able to perform despite tight schedules
- Plans and organizes/ manages the job independently and pro-actively
- Adheres to WWF's values which are: Knowledgeable, Optimistic, Determined and Engaging

V. Working Relationships:

Internal – Ensure intra and inter-department collaboration for the optimal use of resources and organizational alignment. Work closely with the Corporate Relations department to create synergistic and creative means of fundraising.

External – Coordinates with external vendors relating to events and communications materials production.

How to apply?

Please forward your covering letter and CV to hr@wwf.sg as one file. We will not accept applications without CV and Covering Letter.

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.