



for a living planet[®]

JOB DESCRIPTION

Position title:	Director of Fundraising
Reports to:	CEO
Supervises:	Fundraising Manager, Corporate Fundraising Manager, Retention Manager, Operations Executive
Location:	Singapore
Date:	May 2015

I. About World Wide Fund for Nature, Singapore (WWF)

WWF Singapore is a Singapore-registered charity, founded by WWF International - the global conservation organization. WWF Singapore works with corporate partners in Singapore for best practices in natural resource management, engages in communications and outreach to raise awareness of critical environmental issues and collaborates with WWF offices in the region to raise funds for important conservation programmes. The WWF Singapore office also provides a hub for regional staff of WWF and supports WWF's operational functions. It works with government, business, other NGOs and the local Singapore community to spearhead efforts to build the region's expertise in planning and managing natural resources wisely.

II. Major Functions: Reporting to the Chief Executive Officer, the Director of Fundraising is responsible for leading and developing all fundraising strategies and policies within Singapore to maximize donor outreach and support by driving awareness of conservation issues.

III. Major Duties and Responsibilities:

- Develop high-impact and innovative donor acquisition campaigns and recruitment drives for WWF.
- Explore all fundraising channels and streams for new donor acquisition.
- Establish and implement tracking procedures for each fundraising program/channel and ensure that fundraising targets are met.
- Provide opportunities and recommend innovative use of digital / new media activities (SMS, MMS, WAP, YouTube, Facebook, Twitter, etc) for donor acquisition.
- Manage relationships with individual donors, including a membership retention programme to maintain donor loyalty and conversion.
- Build a CRM system for donor database for WWF Singapore and update individual donor information as needed.
- Performs other duties as required.

IV. Profile:

Required Skills:

- Bachelor's degree in Business Administration, Marketing or related field
- At least eight years' experience in sales and/or fundraising

Required know-how:

- Proven track record in driving income growth, preferably in environmental/conservation NGO sector
- Experience in managing teams to deliver on financial outcomes
- Demonstrated experience in web strategy and data analytics
- Excellent communication skills in both written and spoken English
- Working knowledge of CRM software will be an added advantage
- Adheres to WWF's values, which are: *Passionate & Optimistic, Challenging & Inspiring, Credible & Accountable, Persevering & Delivering Results.*

V. Working Relationships:

- Internal- Works closely with the Communications, Corporate Relations and Conservation resource teams in coordinating efforts that support membership acquisition and retention. Interacts with WWF International staff as and when required.
- External- Interacts with in-country individual members/donors, as well as corporations, NGOs, academic institutions, and relevant regional organizations.

This job description covers the main tasks. Other tasks may be assigned as necessary according to organisational needs.

Interested applicants can email a cover letter and CV in English to hr@wwf.sg with the subject line Director Fundraising. Deadline for applications: 21 June 2015.