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JOB DESCRIPTION

Position title: Head, Individual Giving

Reports to: Fundraising Director

Date: January 2017

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 Head, Individual Giving is a position responsible for sustaining and further developing WWF's fast growing fundraising program – with a strong focus on regular giving and innovation to grow and diversify income.

The role requires the development and implementation of ambitious strategies to further strengthen donor retention and development, donor acquisition and growth. Diversification of income from regular and single givers, community, peer to peer and digital giving are key part of this role.

III. Major Duties and Responsibilities:

- Developing the Individual Giving business plan, budget and strategy, and overseeing its implementation, continuous improvement and results delivery
- Leading and managing the Individual Fundraising team in line with the strategy (both financial and nonfinancial), ensuring objectives are achieved and prioritising resources around critical outcomes
- Growing and diversifying fundraising streams in across regular and single giving, community and peer to peer giving, and digital giving.
- Driving innovation and improving Fundraising processes, policies, reporting and evaluation
- Deliver a clear pipeline of donor leads to the Major Donor partnerships area and to and from each Individual giving area
- Inspire and empower the team, ensuring key accountability and responsibility to deliver the annual business plan
- Work with team to build program strategies to deliver on ROI, gross and net income targets, financial KPI's and donor care.
- Maintain a rolling strategy that ensures short medium and long term goals are met and articulate, promote and demonstrate plans across broader teams
- Uses donor insights to drive strategic planning, including the development of annuity streams, repeat giving and increased frequency of giving
- Contribute to a rolling Communications calendar, identifying all internal and external communications and activities and Appeals
- Work with the Senior Manager, Fundraising Operations to: Monitor activities and processes for potential risk and suggest and monitor change and success of implementation; Coordinate evaluations from appeals and implementation of learning and new procedures necessary Process

and compliance Position description ; Comply with all relevant policies and procedures including compliance with Donations Policy, Finance and Banking policies ; Ensure Fundraising activities comply with the relevant fundraising legislation and licenses; ensure CRM is properly maintained.

- Ensure that processes are in place to increase a donor's engagement with WWF
- Identify and drive improvements in the donor experience through process changes Relationships and Communication
- Ensure that all critical activities are monitored, analysed reported and influence action and amendments to deliver as necessary, including forecasting and reporting against forward and historic key performance indicators, pipeline and critical success factors

IV. Profile:

Required Qualifications

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

Required Skills and Competencies

- Strong experience in delivering substantive financial results to target – across multiple income areas – in the not-for-profit or human service sector, specifically in areas of bequests, regular giving, direct marketing and community fundraising
- Ethics, business integrity and sound judgement
- Strong management and leadership experience as well as demonstrated strategic thinking – including the ability to motivate, lead, set objectives and manage performance of a large team
- Intellectual and analytical rigour
- Resilience, perseverance and tenacity
- Diplomatic, tactful and sensitive
- Personal drive, energy and enthusiasm
- Clear communicator with personal presence and credibility
- 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 Communication and Marketing department to create synergistic and creative means of fundraising.

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

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.

Interested candidates should email a CV and a cover letter to hr@wwf.sg. Please indicate the position being applied for in the subject line.