

JOB DESCRIPTION

Position title: Major Donor Manager, WWF-Vietnam
Reports to: Country Director, WWF-Vietnam
Supervises:
Location: Hochiminh Office
Date: July 2018

I. Background

WWF was one of the first International non-government organizations working in Vietnam. In 1985, WWF began working on a national conservation strategy and since then has worked closely with the Vietnamese Government on a diverse range of environment issues and implemented field activities across the country.

WWF-Vietnam is part of WWF-Greater Mekong which operates in 5 countries: Laos, Thailand, Myanmar, Cambodia and Vietnam. Find out more at <http://vietnam.panda.org/>

II. Major Functions

The Major Donor Manager develops, promotes, implements and manages WWF- Vietnam's Major Donors Program, including the development of comprehensive plans for identifying, soliciting and securing major gifts from high net worth individuals. The incumbent will strategize with the Country Director on how to build new and maintain old relationships. The incumbent will support the management of WWF-Vietnam in raising major gifts for and manage and steward all relationships with current and prospective major gift donors.

III. Major Duties and Responsibilities:

- Lead the development and implementation of the multi-year major donor strategy for WWF-Vietnam with the Country Director, Program Development team and input from Corporate Partnership and Communications team; A strategy that underpins the country's strategic conservation goals and establish a diversified and sustainable major donor income base, contributing towards country income growth
- Plan and prepare annual budgets, monitor performance with KPIs and take remedial action where necessary to achieve net income;
- Identify, research and evaluate prospective donors; together with Country Director, manage all major donor relationships to maximize income and lead generation, including timely follow-up;
- Work with Country Director and relevant teams to build deep relationship and gain major donors long term support
- In collaboration with Conservation Program Director, Practice Leads and Public Sector Partnership Manager identify projects requiring funding that are most attractive to major donors;
- Communicate effectively to internal and external constituencies on the progress, success and results of the major gifts program;
- Research and identify taxation opportunities and barriers for major donor giving in the Vietnamese context; update information about tax efficient giving to potential donors;
- Develop proposals and give presentations where appropriate;
- Develop networks of contacts to explore fundraising opportunities;
- Ensure donor records are up to date in the database, maintain good records of all donor contacts;
- Be mindful of a sometimes hectic and demanding schedule, plan wisely and efficiently;

- Work closely with Communications Manager to cement brand position and increase brand awareness across target major donor audiences, through effective marketing communications products and channels. Plan and execute fundraising campaigns and events to attract funds from major donor
- Work closely with Public Sector Partnership team and Corporates Partnership team to ensure that all marketing initiatives are coordinated as part of the departmental objectives and overall strategy;
- Identify and design unique field trips in Vietnam which will be attractive to major donors both in Vietnam and internationally, and coordinate with other WWF offices when major donors would like to visit WWF's work in Vietnam;
- Work with high level volunteers to access their networks and influence to deliver WWF-Vietnam's major donor ambitions;
- When developed, work positively with the individual giving programme, and legacy programme in WWF-Vietnam, to ensure supporters are cultivated and managed throughout their life of support of WWF; and
- Provide support and advices for all issues relating to major donor engagement
- Provide strategic inputs and advices to Country Director for issues that involve element of major donor engagement in the area of risks, do or don't ...
- As member of CMT, maintain an effective working relationship with all other CMT members to ensure that there is effective coordination of all activities in support of organization objectives.

IV. Profile

Required Qualifications

- Bachelor's degree in Marketing, Business or a related field or equivalent experience
- Minimum of 10 years' experiences with strong track records in fundraising or sales/marketing
- Experience in a not-for-profit in a similar role is preferable
- Good understanding in conservation and sustainability development is an advantage
- Experience in developing and presenting proposals;
- Demonstrate knowledge and experience in managing budgets; taxation issues as they affect supporters and not-for-profit organisations
- Proven track record in designing and delivering successful Marketing & Fundraising strategies, with substantial experiences in achieving fundraising income targets.
- Familiarity with a wide range of communications, marketing and fundraising tools and approaches toward major donors, their potential impact and their suitability for an organisation like WWF.
- Proven track record in managing relationship with high-profile individuals

Required skills and Competencies

- Strong interpersonal skills and the ability to develop relationships with a wide range of audiences, especially high-profile individuals.
- Strong leadership skills in project and budget planning and implementation with respect to marketing and fundraising
- Excellent written and verbal communication skills in both Vietnamese and English
- Articulate, creative, passionate, flexible and tenacious and able to grasp concepts, systemic issues and strategies
- Attention to detail, diplomacy and discretion
- The candidate must be results-oriented, prospect-focused, strategic and intuitive, as well as comfortable working both independently and as part of a team.
- Excellent relationship building skills; persuasion & influencing skills;
- Demonstrated ability to work autonomously and under pressure;

- Demonstrates WWF behaviours in ways of working: strive for impact, listen deeply, collaborate openly and innovate fearlessly
- Adheres to WWF's values, which are: Knowledgeable, Optimistic, Determined and Engaging

V. Working Relationship

1. **Internal:** Communicate regular with relevant staffs, at least weekly with Country Director. Quarterly communication is undertaken with Core Management Team to share information and seek support
2. **External:** Communicate regularly with existing major donors to facilitate growth and maintain positive, beneficial relationships. The position holder works very closely with the Country Director, Corporate Engagement Manager and the Conservation Unit to ensure good relationships with the donors continue.

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.

Prepared by Supervisor:

Date:

Accepted by Staff member:

Date: