



for a living planet[®]

JOB DESCRIPTION

Position title: Telefundraising Team Leader

Reports to: Fundraising Director

Working hours: 10.00 a.m. – 7.00 p.m. including 1 hour lunch break, for 5 days a week between Monday to Saturday. Staff may entitled/ required to alternative working hours in agreement with the their Line Manager/ to fit the job requirement

Location: Singapore

Date: August 2017

- I. **Mission of WWF Singapore:** WWF-Singapore is a Singapore-registered charity, part of WWF International – one of the world’s largest and most respected independent conservation organisations. We protect critical resources for people in Singapore by driving change across government, business, civil society and local communities. To meet key Singapore and around the region. As one of WWF’s global hubs, WWF-Singapore supports a global conservation goals, we address issues such as deforestation, haze pollution, seafood sustainability and illegal wildlife trade in network that spans over 100 countries.
- II. **Background:** In early 2016, WWF Singapore setup an entirely Inhouse fundraising team. WWF Singapore is currently embarking on an ambitious growth strategy to quadruple income in 3 years to achieve our urgent conservation needs in Singapore and regionally and telemarketing is one of the top 3 ways we are raising funds. The team has grown to nearly 100 Face to Face Fundraisers and 20 telefundraisers in the last 18 months.
- III. **Major Functions:** Our telefundraising team is responsible for contacting our existing donors and strengthening their engagement with WWF. They also contact people who have expressed interest in our work and have supported our campaigns and invite them to join WWF as a financial member of WWF to enable our conservation impact.

As Team Leader, you will be responsible for leading a team of up to 20 fundraisers working, and be responsible for all training, coaching and staff management and motivation. You will be a strong multi-tasker who can manage multiple calling campaigns, and assist in the management of our contact space technology solution as well as the day to day people operations.

You’ll be supported by two Training and Development Managers who work across our team of 100+ fundraisers in Singapore.

- IV. **Major Duties and Responsibilities:**

- Manage a team of staff who directly engage with our existing donors each day (thanking them, asking for additional campaign support, reactivating lapsed donor)
- Manage a team who will be responsible for acquiring new members to WWF
- Coach, manage, train, and motivate your team to exceed their financial and non-financial KPIs
- Develop more leaders so we can continue our growth
- Spend at least half your time calling alongside your team, leading by example
- Be well-versed with WWF's goals and objectives for awareness and education to the prospective donors
- Attend regular training

V. Profile:

VI. Required Qualifications

- Diploma with minimum of 2-3 years' experience in sales (fundraising experience will be highly valued)
- Experience in managing a team
- Strong team player
- You are an action-driven person that enjoys achieving and exceeding targets
- *You have energy, passion and self-confidence that is combined with strong personal values and a genuine motivation for wanting to make the world a better place*
- *You have self-awareness and self-motivation to maintain a state of high performance*
- *You enjoy learning about yourself & others and are open to feedback & coaching*
- *You can influence others to take action through compelling conversations that connect on a personal level*
- *Passion for conservation*
- Adheres to WWF's values, which are: Knowledgeable, Optimistic, Determined and Engaging

VII. Working Relationships:

Internal – Work closely with the Fundraising Director and your fundraising team on learning and improving the technique and tactic to raise fund for WWF Singapore

External – Spread the knowledge and conservation awareness to the public and engage them to be our regular donors.

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.

Deadline: 7 September 2017