



WWF CHILE JOB DESCRIPTION

Position title: Fundraising Program Officer

Reports to: Director, WWF Chile

Located: Santiago, Chile

Date: November, 2014

- I. Mission of the Department:** To ensure a high performing WWF Office with efficient operating systems, professional and skilled staff, and strong financial resources, delivering fundraising success for WWF's priority conservation activities in Chile.
- II. Major Functions:** Reporting to the Director, the Fundraising Program Officer is responsible for leading and developing individual donor strategy aimed at increasing membership acquisition within Chile. Through the usage of new media channels, and a variety of fundraising tools such as face2face, drtv and telemarketing you will be tasked with maximizing member outreach and income.

III. Major Duties and Responsibilities:

- Develops high-impact, innovative fundraising tools and campaigns and recruitment drives for attracting individual donors to WWF.
- Manages relationships with individual donors, including a membership retention programme to maintain supporter loyalty.
- Establishes and implements tracking procedures for each program/channel and ensures that acquisition and fundraising targets are met.
- Participates in the wider Chile team to ensure coordination and integration between programmes, operations, communication, marketing and fundraising.
- Provides opportunities and recommends innovative use of the new media activities (SMS, MMS, WAP, YouTube, Flickr, Facebook, Line, Twitter, etc.) for individual membership drive and communications that help increase WWF (SMS, MMS).
- Builds an overall contact database for WWF Chile and updates individual donor information as needed, including the management of the CRM Database system.
- Creates and maintains a bulk e-mail account service for communications with WWF contacts
- Is final responsible for the electronic payment system, database, and e-mail service, while in close collaboration with WWF media channels services team.
- Performs other duties as required.
- Track all activities for the purpose of reporting progress to leadership.
- Other duties as assigned.

IV. Supervisory Responsibility:

- Fundraising Program Officer take a role in supervising a Donor Database Assistant.

V. Working Relationships:

- Internal- Directs the Fundraising team, works closely with the Director and the wider Chile team as well as with fundraising and communication and marketing colleagues in the International WWF network.
- External- Interacts with in-country individual members/donors, as well as corporations, government institutions, NGOs, academic institutions, the media and relevant regional organizations and the private sector.

VI. Minimum Work Requirements:

- Knowledge & Experience: Bachelor's degree or similar in Business Administration, Marketing or related field.
- Experience: At least three years in Business Administration, Marketing or related field. Desirable working experience in Organizations Non-Governmental.

Skills and abilities:

- Proven skills in project management and fundraising.
- Proven knowledge and experience of the not-for-profit sector, preferably in environmental/conservation non-government organizations.
- Demonstrated experience in e-marketing and/or fundraising and web strategy, preferably for NGOs.
- Excellent communication skills in both written and spoken Spanish and English
- Passionate & Optimistic, Challenging & Inspiring, Credible & Accountable, Persevering & Delivering Results.
- Adheres to WW Principles.
- Strong commitment to task, ability to cope with varied workload and flexible working hours, frequent traveling, and to work independently, but also as part of a team.
- Enjoy teamwork, be effective in working under pressure and enjoy working with different types of individuals, personalities and cultural backgrounds.
- Cultural sensitivity and ability to interact with different stakeholders.
- Sensitivity to environmental conservation.
- Willingness to travel nationally and internationally 25% of time.

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

Salary: Commensurate with experience and responsibilities.

How to apply: Please send a resume or CV (maximum 3 pages) and a cover letter to postulaciones@wwf.cl by **March 15, 2015** at the latest. The subject should read Fundraising Program Officer. The cover letter should describe personal and professional reasons for applying, and explain the relationship between the candidate's experience and the position requirements and activities.

Please note: WWF will not respond to individual telephone or email inquiries about this employment opportunity.