



세계자연기금

## Fundraising Sr Officer

WWF is one of the world's largest and most experienced independent conservation organisations, with over 5 million supporters and a global network active in more than 100 countries. Our mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature. WWF-Korea was opened in 2014 and now is looking for passionate people who have the drive to conserve the nature and solve the environmental problems.

### Location:

Seoul, Republic of Korea

### Main purpose:

Fundraising Senior Officer leads in achieving new individual donors and income targets established in agreement with the Fundraising Director and the management. The position is also responsible for sustaining further development of fast growing fundraising programs thru advancement in diversification and innovation. The position must lead a team of acquisition channel officers with strong disciplines in analysis and target achievement and lead in new individual channel development and required to act as an acting officer in case of a position vacancy.

### Main responsibilities:

- Developing individual fundraising business plan, budget and strategy, and overseeing its implementations, continuous improvement and results delivery
- Leading and managing individual fundraising team in line with overall strategy, ensuring objectives are achieved and prioritising resources around critical outcomes
- Growing and diversifying individual fundraising streams across regular and single giving, community and peer to peer giving, and digital giving
- Work with team to build program strategies to deliver on ROI, income and donor targets and financial KPI's.
- Develop and manage fundraising metrics and dashboard system (KPIs) and reporting process: gather, consolidate, analyse and provide insight/recommendations on comparative fundraising results from all individual donor channels. Conduct strategic analysis as required.
- Develop and manage fundraising benchmarks for the different fundraising acquisition sources by collecting, consolidating, analysing and providing insight/recommendations on fundraising results.

- Maintain a rolling strategy that ensures short medium and long term goals are met and articulate, promote and demonstrate plans across broader teams
- Inspire and empower the team, ensuring key accountability and responsibility to deliver the annual business plan
- Provide guidance, skill-sharing and support on fundraising analysis. Produce and introduce templates and planning tools to improve resources available and identify training and skills gaps across Membership team. .
- Collaborate with the WWF-Korea's finance team in the forecasting process by providing data analysis and technical recommendations.
- Participate in and give support to the fundraising team working in data analysis related areas such as fundraising projections and LTV.
- Coordinate and actively participate in the fundraising analysis working group that promotes knowledge and experience sharing in fundraising analysis among MSF countries/offices.
- Driving innovation and improving Fundraising processes, policies, reporting and evaluation
- Work with the Fundraising Director and Retention Sr. Officer 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; 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 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.
- Professional management of partners in outsourcing and private sector.

## Required Skills and Competencies

- Bachelor's degree in marketing or related field
- Minimum +7 years of relevant work experience in fundraising for NGOs and or corporation with experience in marketing and or business process management
- Experience and successful delivery of a diverse range of fundraising activities and or marketing strategies and campaigns
- Highly creative with experience in identifying target audiences and finding opportunities in trends
- In-depth knowledge and understanding of fundraising and or marketing: acquisition techniques, brand and performance marketing, advertising strategies, media planning, digital marketing (some are preferred)
- Strong experience in data management software tool
- Extensive experience in multiple agency management and working with external suppliers to deliver projects.
- Strong interpersonal, communication, negotiation and presentation skills.
- Strong analytical, problem solving and creative thinking skills, attention to detail and accuracy.
- Superior time management skills and ability to deliver to deadlines.
- Excellent MS office processing skills.

- Ability to work in a team and foster team spirit.
- Self-starter. Ability to work independently.
- Fluent in written and spoken Korean and English.

### How to apply?

If you would like to learn more and soon join our team, please send us your application by email to [hjkim@wwfkorea.or.kr](mailto:hjkim@wwfkorea.or.kr) including a letter of motivation and resume. Please use the subject line to indicate which position you are applying for. Only short-listed candidates will be contacted. Many thanks for your interest in WWF-Korea and this opportunity!

**Deadline for applications: May 7th, 2017**

### Further Info

**Schedule:** full-time

This job ad covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from the incumbent. Other tasks may be assigned as necessary according to organizational needs. Only short-listed candidates will be contacted for interviews.

### WWF-Korea's Mission and Values:

1. It is part of every staff member's terms of reference to contribute to WWF's mission. WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:
  - conserving the world's biological diversity
  - ensuring that the use of renewable natural resources is sustainable
  - reducing pollution and wasteful consumption.
2. It is also part of every staff member's terms of reference to embody WWF's **values**, which are: Passionate & Optimistic, Challenging & Inspiring, Credible & Accountable, Persevering & Delivering Results.