

## **JOB DESCRIPTION**

**Job Title: Digital Fundraising Officer/Coordinator**  
**Reports To: Fundraising Manager and/or designated**  
**Role: Officer Role**  
**Effective from: 1 March 2021**

### **PURPOSE and SCOPE OF THE JOB**

As part of the Fundraising & Engagement Department, it is the responsibility of the Digital Fundraising Coordinator to work with the Digital Fundraising Team and other relevant Greenpeace teams to develop and implement the digital fundraising strategy (including income, new donor projections, and budget), to execute creative and interactive digital marketing and fundraising programs to inspire people to join Greenpeace's mission. These digital campaigns will be a key element in the Fundraising & Engagement Department's support for Greenpeace East Asia's campaign objectives through raising significant funds and growing a donor base to support our project work.

#### Scope

The role has responsibility for the development, coordination and execution of fundraising campaigns using a variety of online tools (e.g. email, social media, paid advertising, mobile, SEO, and other digital media, etc.). The Digital Fundraising Coordinator will work closely with colleagues in Greenpeace East Asia's Fundraising & Engagement and Program teams to implement effective and strategic online fundraising campaigns for delivery by digital channels, including conversion of leads to donors by email and telephone.

### **RESPONSIBILITIES**

#### **Conceptual tasks, Strategy development and/or Project management**

- To develop and implement the Digital Fundraising Strategy (including income, new donor projections, and budget), to execute creative and interactive digital fundraising programs for relevant GPEA market (JP/HK/TW/KR) and other geographical regions as required by Greenpeace.
- Ensure that income and donor projections are monitored and reported back (e.g. real-time, monthly or specific project analysis) in a timely manner to the relevant line manager and others.
- Develop and implement digital fundraising campaigns to generate both direct donations, and also leads to be converted via digital and telemarketing channels.
- Responsibility for developing, monitoring and refining the whole supporter journey to

becoming a donor – from initial targeting using various acquisition channels, through to the ultimate conversion to becoming a donor by the most effective communication channel.

- Establish and maintain good working relationships with a pool of web designers, programmers, digital vendors and marketing agencies;
- Map out and monitor local trends in both online and new media market, and recommend any suitable and potential initiatives that could benefit Greenpeace East Asia's online fundraising efforts.

### Implementation

- Cooperate with relevant teams and staff to leverage email and any form of web content to inform Greenpeace supporters and prospects about Greenpeace East Asia's campaigns and fundraising efforts and drive traffic to the Greenpeace websites;
- Implement, manage, and measure all organic (SEO) and paid search marketing programs (PPC, CPM) as initiated by Fundraising teams

### Support/Coaching/Leadership

- Work with and assist colleagues in the fundraising and engagement teams to decide on appropriate target message and recipients of all online fundraising, social media campaigns (e.g. Facebook, Plurk, Twitter, YouTube, Flickr and etc.), email campaigns, including third-party email campaigns
- Manage digital advertising, third-party relationships, and promotions as initiated by Fundraising teams (e.g. affiliate marketing and ad / marketing agencies);
- Play an active role in the Greenpeace global community of digital fundraisers, keeping abreast of any tests/initiatives that could be applied in GPEA markets

### **COMPETENCY PROFILE (FULL DETAILS [HERE](#))**

1. Act with Integrity
2. Work with Others
3. Demonstrate Resilience
4. Champion for Change
5. Strive for Result & Quality
6. Coordinate & Implement Plans
7. Influence Others
8. Build Networks
9. Build Support
10. Engage Supporters
11. Critical Thinking

## **SKILLS AND EXPERTISE REQUIRED**

This position requires technical skills related to digital marketing, but also strong communication skills as the position works closely with multiple internal and external stakeholders. Desired skills and expertise are:

- Digital marketing, including but not limited to
  - audience segmentation
  - data analysis & tracking tools
  - SEO and SEM
  - CRM management
  - email marketing
  - social media advertising
  - social media management
- Web-related software (HTML coding, Photoshop, Illustrator, etc)
- Ability to manage external vendors to ensure work is delivered on time and at standard
- Knowledge or experience of digital fundraising
- Presentation and reporting skills
- Project management experience
- Knowledge and understanding of the NGO sector

## **WORK ENVIRONMENT**

Be on call after hours and on weekends as requested.

The position may be required to work under pressure and in physically or mentally challenging situations.

The position works in a standard office environment, and is required to travel to other Greenpeace offices, campaign locations or locations where environmental problems require the presence of Greenpeace representatives.