

<b>JOB DESCRIPTION</b>
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**Job Family (Internal):** Key Relationship Coordinator

**Job Title:** Key Relationship Coordinator (Major Gifts, and Legacy)

**Role:** Realise

**Level this JD covered (Internal):**

L1 - Key Relationship Coordinator (Major Gifts, and Legacy)

L2 - Key Relationship Coordinator (Major Gifts, and Legacy)

L3 - Senior Key Relationship Coordinator (Major Gifts, and Legacy)

L4 - Senior Key Relationship Coordinator (Major Gifts, and Legacy)

**Reports to:** Major & Legacy Gifts Manager or Designated

Effective From: July 2023

**PURPOSE and SCOPE OF THE JOB**

The Key Relationship Coordinator belongs to the Fundraising & Engagement department and reports directly to the Major and Legacy Gifts Manager/ or designate. (L1-L4)

The Coordinator will work with the Major and Legacy Gifts Manager to help supporters who want to or have an interest to donate to Greenpeace Japan (GPJ) and to secure and grow the major and legacy income for campaign victory. All work is aimed at contributing to the short and long-term revenue growth of the fundraising department. (L1-L4)

このオフィサーは、メジャー&レガシーギフト・マネージャーと協力して、GPJに寄付したいあるいは寄付に関心がある方をサポートし、キャンペーン勝利のためのメジャー&レガシー収入を確保し、成長させることを目指します。すべての業務は、ファンドレイジング部門の短期的・長期的な収益拡大に貢献することを目指します。(L1~L4)

## Scope

For this purpose, the Coordinator is required to understand well both the Major Gift and Legacy programs and their relevance to retain and grow major and legacy gifts and donors based on the strategy which Major and Legacy Gifts Manager creates. The role will also design and implement supporter journeys; develop, coordinate and execute major and legacy gift fundraising campaigns for donation asks and new donor acquisition through various channels and opportunities; develop personal relationships with major, legacy and prospect donors.

この目的のために、担当者は両プログラムとその関連性をよく理解し、大口寄付者と遺贈寄付者の維持と拡大のために、サポーター・ジャーニーの設計と実施、寄付要請や新規寄付者獲得のための資金調達キャンペーンの開発・調整・実行、大口寄付者、遺産寄付者およびそれらの見込み寄付者との個人的な関係の構築などを、大口寄付マネージャーの作成した戦略に基づいて実施します。

Critical to the success of this role is ownership, integrity and a strong passion to realise the desired future. The Coordinator is expected to identify and create face-to-face or online engagement opportunities such as in-person meetings, events and personal communication (e.g. phone calls, emails, mailings, zooms), build trusting relationships, amplify donors' feelings of philanthropic joy through donations, and think and act spontaneously on what you can do to make them feel good about giving and want to donate again. These tasks will include working with other departments as well as all other related matters, including coordination with agencies, consultants and external designers and so on.(L1-L4)

この役割を成功させる上で決定的に重要なのはオーナーシップと誠実さ、そして望ましい未来を実現するための情熱です。面会、イベント、個人的なコミュニケーション(電話、電子メール、郵送物、ズームなど)といった対面またはオンラインでのエンゲージメント機会を特定・創出し、信頼関係を築き、寄付を通じて寄付者の社会貢献の喜びの感情を増幅させ、寄付してよかった、また寄付しようと感じてもらうために何が出来るかを、自発的に考え行動することが求められます。これら業務には、他部署との協力だけでなく、エージェント、コンサルタント、外部デザイナー等との調整を含むその他すべての関連事項も含まれます。

Note that in all tasks, the Coordinator is expected to manage the project independently, but you will get support and follow-up from major and legacy gift manager if and when necessary. Together as a whole team, we will realise our goals.

なお、全ての業務において、基本的に自立したプロジェクト管理が求められますが、必要に応じてマネージャーからサポートやフォローを得られます。チーム全体としてともに目標を実現してきます。(L1-L4)

## RESPONSIBILITIES

### 1. Legacy gift program

In recent years, legacy gifts are becoming more acceptable Japanese donation market and now it the important time to make a solid foundation for Greepean Japan legacy program. The Coordinator aims to increase the legacy donor pipeline and maximise donations from suporters who wish to make use of part of their legacy or inheritance to help protect the environment. The Coordinator is required to perform the following tasks with the support of the manager.

近年、日本の寄付市場ではレガシーギフトが一般的になりつつあり、グリーンピースジャパンのレガシーギフトプログラムの基礎を固める重要な時期となっています。レガシー寄付のパイプラインを増やし、遺産や相続の一部を環境保護に役立てたいと考える支援者からの寄付を最大化することが目的です。以下の業務をマネージャーのサポートのもと、実行します。

- **Acquisition:** Develop and implement measures such as legacy events including co-host events with professionals and/or other NGOs, legacy TFR with in-house TFR team or outside vendor, donor survey, advertisement, marketing campaign and so on to attract new legacy donors. (L1-L4)

新規レガシードナー獲得のために、外部専門家や他団体との共催を含む遺贈寄付イベント、社内のTFRチームまたは外部ベンダーとのレガシーTFR、アンケート調査、広告、マーケティングキャンペーンなどの施策を立案・実施する。

- **Secure legacy donations:** Ensure the normal donation are realised and, in complex cases including comprehensive bequest and real estate, work with Major and Legacy Gift Manager and legacy gift consultant or professionals to ensure them. (L1-L4)

通常の遺贈寄付の場合はそれを確実に実現させ、包括的遺贈、不動産などを含む複雑な案件の場合は、マネージャーや遺贈寄付コンサルタントおよび専門家とともに実現させる。

- **Donor Development:** Develop and implement donor journeys to foster and support legacy donors to want to make the Will including legacy gifts. (L1-L4)

レガシードナーが遺贈寄付を含む遺言書を書きたくなるよう育成・支援するためのドナージャーニーを開発・実施する。

- **Stewardship:** Build and maintain good relationships with existing donors through reporting on activities and returns, and develop and implement measures to increase the number of the Will and the amount of donations for living gifts. (L1-L4)

レガシードナーへの活動報告や返礼を通じて良好な関係を構築・維持し、遺言書作成数の増加や生前贈与の寄付金額拡大のための施策を立案、実施する。

- **Integration of Major gift strategy with Legacy Goals:** Communicate widely the legacy donation as living gifts opportunities for contributing to major gift program and make sure the donations remain live (L1-L4)

大口寄付プログラムに貢献するための生前贈与としてのレガシー寄付の機会を広く伝え、寄付を確実に着地させる。

- **Keep abreast of Legacy market trends and find external opportunities:** Participate in the sessions and campaigns organized by Legacy Gift Association, Green Legacy program and En-gift program to learn the legacy gifts and to get new opportunities. And the coordinator needs to keep the good relationship with consultant and professionals to work with legacy gift confirmation (L1-L4)

レガシーギフト協会、グリーン・レガシー・プログラム、エンギフト・プログラムが主催するセッションやキャンペー

ンに参加し、レガシーギフトについて学び、新たな機会を得る。およびコンサルタントや専門家との良好な関係を維持し、遺贈寄付について協働する。

- **Other needed works:** All necessary related work such as sending the legacy leaflets to new donors, responding to enquiries from existing donors and the public about legacy donations, managing the material creation with vendors, recording and managing the donor information in Salesforce appropriately and other requested works. (L1-L4)  
新しいレガシードナーに遺贈寄付パンフなどを発送する、遺贈寄付に関する既存寄付者や一般からの問い合わせに対応する、ベンダーとのマテリアル作成を管理する、SF上で適切に寄付者情報を記録し管理する、その他マネージャーから指示された業務を行う。
- **Develop the program:** Proactively develop and implement new ideas and plans based on strategy, and contribute to the achievement of targets for legacy gift program (L3-L4)  
戦略に基づいて新しいアイデアやプランを積極的に開発・実行し、レガシーギフトプログラムの目標達成に貢献する

## 2. Major gift program

- **Implements major gift plans based on the strategy with ownership**
- **Secure the major gifts:** Work with managers to develop personal proposals, and to secure the income by coordinating the ask meetings (L1-L4).  
マネージャーと協力し、既存の大口寄付者への個人提案書を作成し、寄付要請面談を設定して大口寄付収入を確保する。
- **Shinrai Shion Foundation work:** Take responsibility for yearly application and daily work related Shinrai Shion Foundation for major donor's tax reduction. (L1-L4)  
大口寄付者の税控除のため信頼資本財団への毎年の申請と通常業務を責任を持って完了させる
- **Prospect work & Donor Development:** Acquire new major donors or get upgrade gifts from existing major donors by identifying the high-value potential donors/non-financial donors, by designing and implementing personal donor journeys and by building relationships to set the ask meetings based on each journey. This work includes developing and leading custom events utilizing campaigners and outside professionals to solicit prospect donors. (L1-L4)  
価値の高い潜在的寄付者／非金銭的寄付者を特定し、パーソナル・ドナージャーニーを設計・実施し、各ジャーニーに基づく依頼ミーティングを設定するための関係を構築することにより、新規大口寄付者あるいは既存大口寄付者の増額を獲得する。この業務には、キャンペーン担当者や外部の専門家を活用しプロスペクトドナーを募るオンライン・オフラインのカスタムイベントの開発とリードも含まれる。
- **Stewardship:** Design and implementation of communication and donation experiences to increase satisfaction with existing major donors such as producing thank you letters and activity reports, organising private events, creating opportunities to participate in campaigns.(L1-L4)  
既存の大口寄付者の満足度を高めるためのコミュニケーションや寄付体験の設計と実施(例:御礼状や活動報告書の作成、プライベートイベントの企画、キャンペーンに参加する機会の創出など)。
- **Third-party donation support:** Work with manager to judge the availability of donation acceptance and support her/him to fix it. (L1-L2) Or take the lead in the third-party donation cases based on the approval from manager. (L3-L4)  
第三者寄付のサポート:マネージャーと協力し、寄付受け入れの可否を判断し、解決できるようサポートする。(L1-L2)または、マネージャーからの承認に基づいて第三者寄付案件について独力で対応できるようになる。(L3-L4)



- **Other needed works:** All necessary related work such as managing the material creation with vendors, recording and managing the donor information in Salesforce appropriately and other requested works. (L1-L4)  
ベンダーとのマテリアル作成を管理する、SF上で適切に寄付者情報を記録し管理する、その他マネージャーから指示された業務を行う。
- Proactively challenge new ideas and plans to realise set team objectives based on strategy, and contribute to the achievement of targets (L3-L4).  
戦略に基づき、設定されたチーム目標を実現するために新しいアイデアや企画に積極的に挑戦し目標達成に貢献する
- Serve as an important liaison and listening post with key supporters to enhance the value and extend the impact of the campaign (L3-L4)  
担当するドナーやプロジェクトの収入とドナーの予測が計画に沿っていることを確認し報告する

### 3. Cross-Functional Team Collaboration and Information Sharing

- Share the success stories with the wider fundraising teams such as GPEA FR&E department members (L1-L4)
- Work closely with the internal other teams of Key Influencers, Contents and Project to leverage fundraising opportunities. (L1-L4)
- Keep up to date with sector trends and market developments (L3-L4)

Other as necessary

As this position could require you to speak on behalf of Greenpeace in public at the events and relationship building, you need to have a strong interest in and passion for solving environmental issues, especially climate change, biodiversity and plastics, and to make efforts to communicate the importance of Greenpeace's activities to the audience.

### COMPETENCY PROFILE (INTERNAL)

For L1 & L2	For L3 & L4
<ol style="list-style-type: none"> <li>1. Act with Integrity (3)</li> <li>2. Demonstrate Expertise (2)</li> <li>3. Demonstrate Resilience (2)</li> <li>4. Prioritize &amp; Organize Work (2)</li> <li>5. Strive for Result &amp; Quality (2)</li> <li>6. Coordinate &amp; Implement Plans (2)</li> <li>7. Champion for Change (2)</li> <li>8. Engage Supporters (3)</li> </ol>	<ol style="list-style-type: none"> <li>1. Act with Integrity (3)</li> <li>2. Demonstrate Expertise (3)</li> <li>3. Demonstrate Resilience (3)</li> <li>4. Prioritize &amp; Organize Work (3)</li> <li>5. Strive for Result &amp; Quality (3)</li> <li>6. Coordinate &amp; Implement Plans (3)</li> <li>7. Champion for Change (3)</li> <li>8. Make Decision (2)</li> <li>9. Critical Thinking (2)</li> </ol>

### Skill and expertise required

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- At least 3 years' experience in delivering customer satisfaction and results in the area of high-value purchases or donations, e.g. fundraiser/department store external sales department / high net worth marketing / high value or luxury brand sales to individual wealthy class consumers
- Be able to work on their own initiative and report, communicate and consult accurately
- Strong communication, interpersonal skills and coordination skills to solve problems
- Good analytical and reporting skills
- Strong writing skills
- Fluent in writing and speaking Japanese
- Business level of English (written and spoken)
- Clean or neat handwriting (e.g. required for handwritten thank-you letters)
- Enthusiasm in environmental protection and ability to communicate Greenpeace's mission to various people
- People who find it rewarding to achieve their goals
- Able to participate in events and other activities on weekends, holidays and sometimes evenings
- Ability to handle coming to the office in Tokyo twice a week

## **Work environment**

## **Preferred candidate profile**

- Experience working in an NGO/NPO (including part-time, volunteer or internship)
- Experience in dealing with, cultivating, and soliciting major and legacy donors
- Knowledge and Experience on legacy gifts and related laws are highly desirable
- Knowledge and work experience in fundraising
- Experience using Salesforce
- Advanced understanding or training on the environmental issues
- Result-oriented and willing to look for different opportunities to achieve goals.
- Can produce results under pressure
- (candidates with diverse family care needs and backgrounds are also welcome)