



for a living planet[®]

JOB DESCRIPTION

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| Position title: | Fundraising Manager |
| Reports to: | Head of Community & Member Engagement |
| Supervises: | n/a |
| Location: | Singapore |
| Date: | April 2012 |

I. Mission of WWF Singapore: To ensure a high performing WWF office with efficient operating systems, professional and skilled staff, and strong financial resources. WWF Singapore's focus is on delivering corporate responsibility partnerships, individual donor fundraising, major donor fundraising and community engagement for WWF's priority conservation activities in Singapore and the rest of WWF's global network.

II. Major Functions: The Fundraising Manager is responsible for creating innovative community engagement platforms and fundraising channels. As part of the Community and Member Engagement department, the Fundraising Manager will contribute to bringing conservation knowledge to the local community, focusing particularly on the man-on-the-street with the aim of developing a stronger commitment towards conservation.

III. Major Duties and Responsibilities:

- Develop creative and innovative fundraising channels to secure funding for WWF's conservation activities in Singapore and globally.
- Ensure that fundraising and acquisition goals are achieved and tracked
- Conceptualize and implement community engagement plans to raise awareness of WWF's conservation work and related issues
- Evaluate donor acquisition results, analyze effectiveness and modify strategies
- Manage the volunteer fundraising program
- Contribute to the department's fundraising objectives
- Perform other duties as required

IV. Profile:

Required Qualifications

- At least five years' working experience in a similar capacity
- Minimum Bachelor degree in marketing, business administration or new media

Required Skills and Competencies

- Ability to budget for programs related to the job scope
- Excellent computer skills in Microsoft Powerpoint, Word and Excel
- Excellent organizational and interpersonal skills with ability to function in a multi-cultural environment
- Fluent spoken and written English
- Flexible, resourceful and able to perform despite tight schedules
- Has a strong stakeholder focus and service-oriented attitude
- Plans and organizes/ manages the job independently and pro-actively
- **A strong interest in conservation**

- Adheres to WWF's values, which are: *Knowledgeable, Optimistic, Determined* and *Engaging*.

V. Working Relationships:

Internal – Ensure intra and inter-department collaboration for the optimal use of resources and organizational alignment. Work closely with the Communications department to create synergistic and creative means of fundraising.

External – Coordinates with external vendors relating to events and communications materials production.

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.

Interested applicants should submit a CV and cover letter to hr@wwf.sg. Please indicate the position applied for in the subject line.