

BirdLife International

Head of Philanthropy
and Partnerships (Asia)



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Background Information

About BirdLife International

BirdLife International (BLI) is the world's largest nature conservation partnership. Together we have over 115 BirdLife Partners worldwide and growing, with almost 11 million supporters, 7,000 local conservation groups and 7,400 staff.

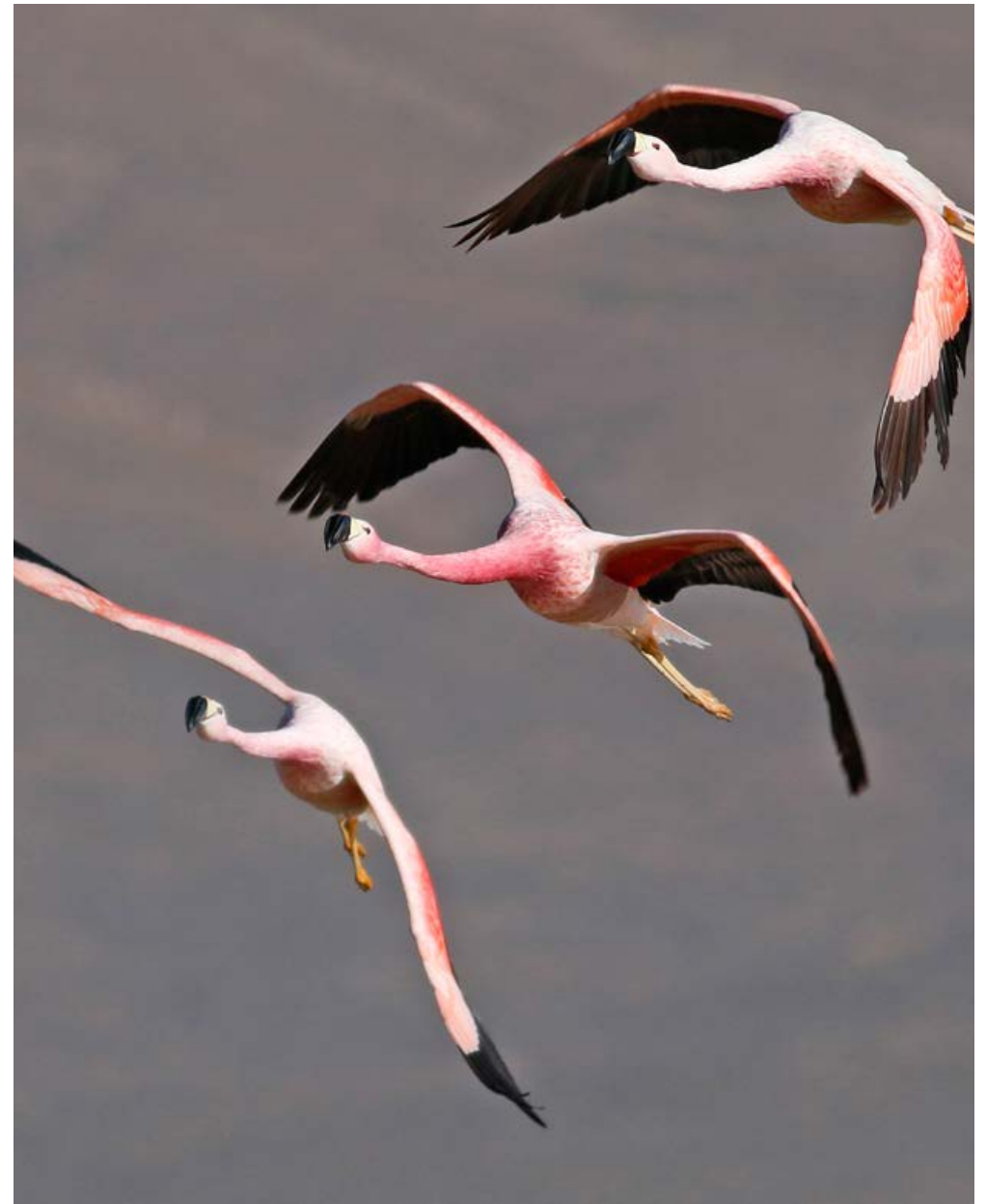
In order to save the planet, nature and species, we use our seminal bird science, collecting and analyzing data from around the world to implement the most effective and innovative conservation measures possible. We are the official scientific source of information on birds for the IUCN Red List.

Uniquely, we have also identified and documented more than 13,000 Important Bird and Biodiversity Areas (IBAs) which are places of global significance for the conservation of birds and other biodiversity, creating practical tools for conservation and a wider integrated approach to conservation and the sustainable use of the natural environment.

Bird migration is one of the great wonders of the natural world. Our mascot, the Arctic Tern, migrates from one pole of the planet to the other between their breeding and wintering grounds – migratory birds don't choose their routes randomly, they follow Flyways, 8 bird super-highways, where they stop and can rest and refuel along the way, often in one of the IBAs mentioned above.

At BirdLife we work together with our local communities along these Flyways to protect birds and biodiversity in an integrated way for the greatest conservation outcomes.

For more information on BirdLife International, please visit our website:
www.birdlife.org



Our Mission

Our Mission is to conserve birds, their habitats and global biodiversity, working with people toward sustainability in the use of natural resources.

How We Work

We are a global family of over 115 national Partners covering all continents, landscapes and seascapes. With regional offices in Accra, Amman, Brussels, Cambridge, Dakar, Nairobi, Singapore, Suva, Tokyo, and Quito, we are the largest international partnership for nature conservation.

We have over 13 million individual members and supporters, and unify over 100 nature conservation organisations from across the planet.

BLI is driven by our belief that local people – working for nature in their own places, but connected nationally and internationally through our global Partnership – are the key to sustaining all life on earth. This unique local-to-global approach delivers high-impact and long-term conservation for the benefit of nature and people.

BLI is a truly global partnership of environmental NGOs, national conservation organisations, all of whom share a common vision – to mobilise lasting, sustainable protection for the world's birds, their habitats, and global biodiversity in general. Together, we believe in a holistic approach

to conservation – using the insight we gain from our rigorous studies on the health of the world's bird species, to work for a world where nature and people live in harmony.

Our Focus areas

We organize our work strategically around Species, Sites, Society and Systems – linking up birds, habitats and nature, and people.

We take a critical look at the ways in which we consume our natural resources and the choices we make in areas such as finance, government policy, land and sea use.

In this way we can tackle effectively the underlying causes of the destruction of our planet, change our behavior and our choices to ensure our children's and grandchildren's future.

Our network of over 2 million birders, scientists and local volunteers helps us to track, follow, analyse, conserve and understand every bird species in the world.

Explore the World's Flyways

When travelling between their breeding and wintering grounds, birds don't choose their paths at random. They follow set routes that include suitable habitats where they can stop to rest and refuel along the way.

Many different species share broadly similar routes, which have been loosely split into four major flyways – think of

them as bird super-highways across the sky. BirdLife links together conservation organisations in countries along the length of the flyways, combining resources and coordinating action to protect birds on every step of their route.

For information on the flyways and follow the migration to see The Partnership in action, please visit : <https://www.birdlife.org/what-we-do/#explore>



The Role

Job Title

Head of Philanthropy and Partnerships (Asia)

Location

Asia, preferably Singapore

Reports to

Chief Development Officer with dotted line to Asia Regional Director

Key Internal Relationships

- Chief Executive Officer
- Regional Team in Asia
- BLI Partners in Asia and Pacific regions
- Key members of the Advisory Group
- BirdLife Global Development and Communications teams

Key External Relationships

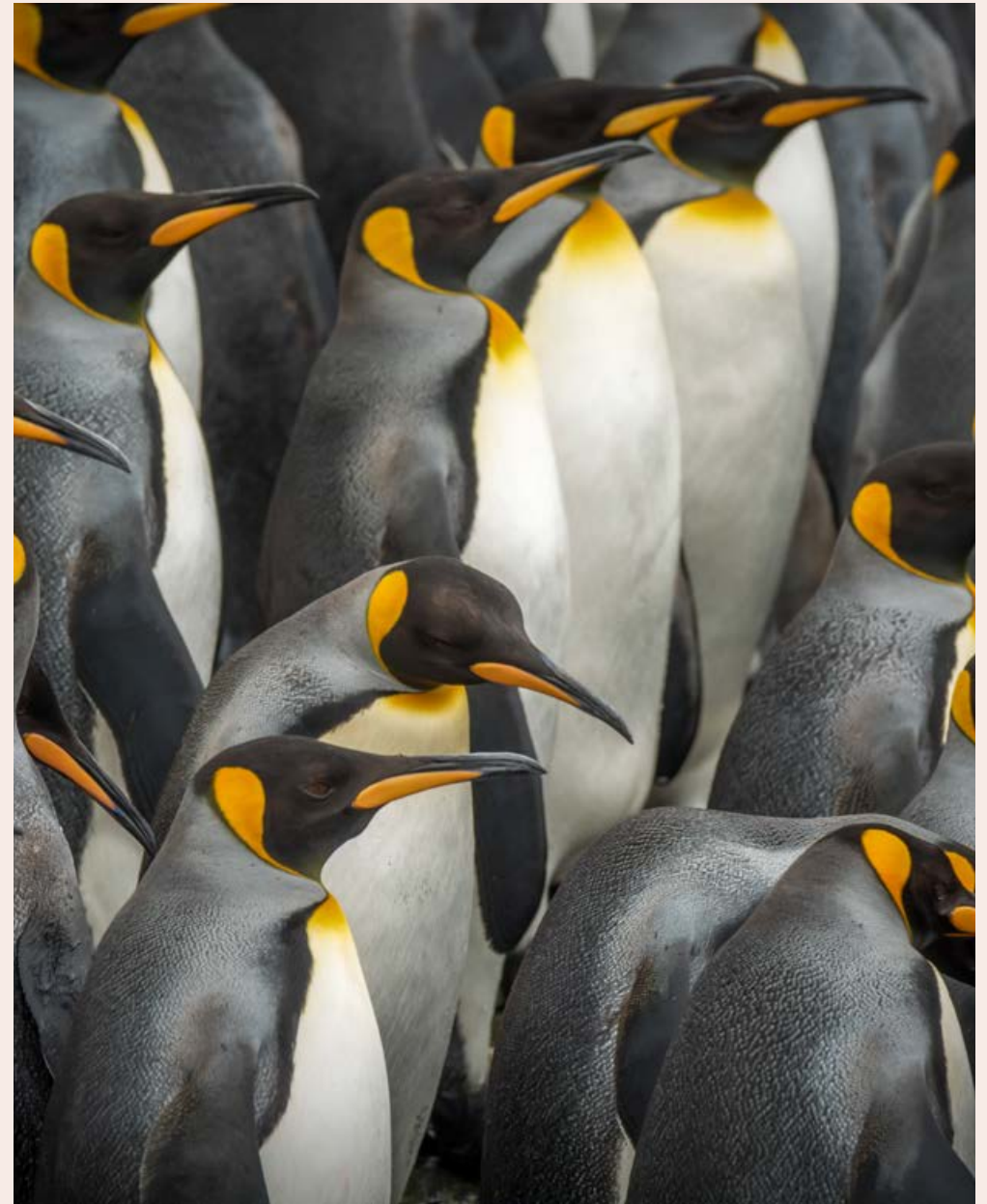
- High-net-worth individuals
- Funding institutions
- Asian and European governments and agencies
- Project Manager of the Asian Development Bank (ADB)
- Regional Flyways and Donors

Purpose

Reporting to the Chief Development Officer (CEO), the Head of Philanthropy and Partnerships (Asia) is responsible for the development of a fundraising strategy to support the Asia conservation priorities.

As a member of the Global Development Team, the incumbent will work closely with the Regional Director for Asia to focus initially on the Asian Development Bank Regional Flyways Initiative (RFI). This will include the development of a fundraising strategy and communications plan to support this initiative.

The role will fundraise for a wide range of initiatives including protection of conservation of bird and biodiversity areas, climate change mitigation, sustainable agriculture, and building capacity for nature conservation in Asia. They will identify major donors - foundations, individuals and corporates - from the region focusing on Singapore, China, Hong Kong, Indonesia, Vietnam and Thailand.





Key Criteria for Success

After 12 months in post, the successful candidate will have:

- Developed a good understanding of BLI, its partners and the extensive conservation initiatives around the world including BLI's position as a global leader in the conservation space.
- Identified opportunities for growth from new prospective donors in the Asia region.
- Developed a robust pipeline to ensure that the annual fundraising targets have been met.
- Fully embedded themselves within BLI, establishing themselves as a collaborative member of the Asia and Global Development Teams, and developed strong relationships with donors, board members and other key stakeholders.

Key Responsibilities

Strategy

- Develop a fundraising strategy for Asia and achieve a financial target of USD500,000 per year.
- Work collaboratively with the Board, Asia Regional Director and Global Development Team to build and nurture key donor relationships.

Philanthropy, Partnerships and Engagement

- Develop and lead an Asia fundraising portfolio with financial targets and a focus on institutional donors (multi/bilateral) and high net-worth individuals in Asia, but recognising other funders as appropriate to an internally and externally linked conservation programme and donor narrative.
- Solicit donors under the direction of the CDO with guidance from the Asia Regional Director.
- Develop funding proposals and budgets at a regional and national scale with Global Development Team, Asia Regional Office and BirdLife Partner organisations.

- Partner with the Asia Regional Director and Global Development Team in managing key donor relationships
- Work with the Asia Regional Office and Global Development and Communication Teams to develop appropriate donor engagement tools which include video, brochure, website contribution, donor reports and proposals.

Donor Identification, Reporting and Data Management

- Conduct research and identify potential donors for the BirdLife Secretariat in Asia and Partners, and share the information with the Global Development Team.
- Maintain a record of donations and budgets in relation to fundraising initiatives led by the Asia Regional team.
- Ensure all donor activity is accurately recorded and updated in a timely manner in the database.
- Ensure donor reports are of high quality and sent in a timely fashion, and assist Partner organisations in this area, if needed.

Global Support

- Undertake specific tasks to support the wider fundraising effort for the Asia region, including fundraising events and fundraising training, when required.
- Support the Asia Regional Director and the Global Development Team in contributing to tools and training for improving donor stewardship across the wider BirdLife Organisation.



Person Specification

Experience and knowledge

- An undergraduate degree or equivalent, or a combination of relevant experience and skills.
- A proven track record in philanthropic fundraising, preferably with high-net-worth individuals and institutional donors, Asia-orientated Trusts, Foundations and Corporations at the 6-figure level and above.
- Demonstrable experience in preparing senior management and/or board members in making an ask, preparing materials and coaching them in the solicitation process.
- Experience in managing donor relations, ideally with Asia and/or Pacific links.
- Experience researching institutional funding opportunities.
- Technical fundraising expertise including problem analyses, logical frameworks and budgeting capabilities.



- Good understanding of conservation, development and political interests in Asia and Pacific countries and territories.
- Experience using CRM systems such as Raisers' Edge NXT.
- Entrepreneurial flair, with the ability to spot income generating opportunities and the drive to push things forward and increase income.
- Passion in and commitment to the aims and work of BLI.
- Good financial literacy (able to develop and understand realistic budgets)

Desirable

- Language skills in Asian regional languages.
- Willingness to travel if required.
- Interest in international conservation and sustainable development.

Skills, abilities and attitudes

- Strong oral and written communication skills with the ability to develop and write compelling stories and funding proposals.
- Able to organise own time and priorities, work with minimal supervision and work well under pressure.
- Analytical and strategic.
- Discretion with confidential correspondence and other matters.
- Sophisticated interpersonal, communication and diplomacy skills with the ability to liaise, network and influence at all levels.

Next steps

Terms

Successful candidates will be offered an initial contract of up to 3 years with paid annual leave of 21 days.

To discuss salary parameters, please call **Chua Beng Hwee**, Director of Richmond Associates.

How to Apply

Applications should include:

1. A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your latest salary, notice period and names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Beng Hwee Chua, Director at Richmond Associates Asia Office.

Interviews with BLI will take place from **early September 2022**.

Closing date for applications is 9am on 12 August 2022.

Please send your application to **Ms Susan Seah**, Business Support Administrator:

✉ info@richmond-associates.com
☎ 96847487 (Asia Office)

About Richmond Associates

Richmond Associates was established in 1999, in the UK, by our Founder, Moyra Brown. Her vision was to provide a professional and robust recruitment process to help organisations address their growing need for expertise in fundraising and ultimately, find exceptional talent. Building on Richmond Associates' strong foundation in the UK, the Australia office was then opened in 2011, followed by Singapore in 2019.

For almost a quarter of a century we have worked in partnership with the world's leading education, arts and cultural, health, and charitable organisations to find experienced and emerging fundraising and advancement professionals. As a result of this focus, we have gained a reputation as a trusted intermediary between our clients and candidates. We also have an enviable insight into the profession, which enables us to advise on career development and talent management strategies.