

Greenpeace UK

Fundraising Director

“A green and peaceful world is possible - it’s time to make it happen”



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Message from the Executive Directors

We started as co-EDs in October 2022 with a lot of energy and excitement to build on Greenpeace's 50 year legacy of making change through taking action. We joined at a time critical for the future of the planet and its residents. There are no two ways about it – this job is a challenging one, but it is also the most important challenge, should you choose to take it on.

It's a time when the tide on this era defining issue could be turning. The climate movement is now more mainstream than ever, with more public support for halting climate and biodiversity breakdown and ever more people willing to take action. The solutions we need to resolve these crises are at our fingertips – and so our movement is powerful.

In the coming years, we need to make this movement stronger and lean into Greenpeace's strengths. We want to work at the intersection of social justice and climate to drive progressive change and we want to do this in the most inclusive and diverse ways possible. We want a diverse group of staff who bring a range of perspectives into the organisation and really welcome applications from people who come from marginalised and less well represented backgrounds.

Greenpeace knows what the world we want looks like - and this is where you come in - to help us make it real.

In this role, you will have the opportunity to work with some of the most talented campaigners, communicators and fundraisers in the UK. As a vital member of the SMT you will lead your team to ensure that GPUK has sufficient income to meet our campaigning ambitions and that the campaign teams continue to have the flexibility they need. From advising grassroots groups on how to fundraise, to pitching for transformational gifts, from delivering major mass marketing campaigns to inspiring our existing supporters with powerful storytelling about our campaigns - this job is one of endless variety and potential with an exceptional reputation and an outstanding brand to drive success

As a purpose-led organisation, whose every output must help bring us closer to our goal to halt climate breakdown and reverse biodiversity loss, our departments must work extremely closely with one another. Achieving strong and positive alignment between fundraising, visibility and campaign strategies will be essential as you lead by example in developing positive, collaborative working relationships across the organisation.

Just as important, no matter what your role in Greenpeace, there are always plenty of opportunities to get stuck in as an activist and participating in our non-violent direct action training will be one of the best bits of your induction.

Thanks again for your interest!

Areeba and Will
Executive Directors



Background Information

Greenpeace is a movement of people who are passionate about defending the natural world from destruction.

Our vision is a greener, healthier and more peaceful planet, one that can sustain life for generations to come. We're independent. We don't accept any funding from governments, corporations or political parties – our work is funded by ordinary people. That means we're free to confront governments and corporations responsible for the destruction of the natural world and push for real change.

We do this by investigating, documenting and exposing the causes of environmental destruction. We work to bring about change by lobbying, consumer pressure and mobilising members of the general public. And we take peaceful direct action to protect our Earth and promote solutions for a green and peaceful future.

Greenpeace was founded in 1971 by a small group of concerned individuals, who set sail to Amchitka Island off the coast of Alaska to try and stop a US nuclear weapons test. Their old fishing boat was called "The Greenpeace".

Today, Greenpeace is present in over 40 countries around the world. Our movement is growing every day and our commitment to realising our vision is as strong as ever.

We find ourselves at a pivotal point in human history. Climate change and biodiversity loss are both rapidly accelerating, and we're seeing and feeling the effects of it ever more – in the changes to our air, sea levels and more extreme weather events, and in the daily warnings of ecological collapse. The need to act to protect our planet has never been so urgent, nor received so much public support, yet governments and corporations are still dragging their feet.

Our mission is to promote radical changes and new solutions to the ways we live on this planet so that we can all call it home for generations to come.



Find out more on our website:
<https://www.greenpeace.org.uk/>

Read our Impact Report 2020:
<https://www.greenpeace.org.uk/impact/impact-report-2020/>

Watch our video celebrating 50 years of Greenpeace:
<https://www.youtube.com/watch?v=eXdqZV-BffU>

Employee stories from our website
https://www.greenpeace.org.uk/latest-updates/?news_type=employee-story

Fundraising at Greenpeace UK

The Fundraising Department at Greenpeace UK (GPUK) provides reliable levels of income to sufficiently meet the organisations campaigning ambitions and provide confidence for long term campaign planning. This funding gives the campaign teams the flexibility they need to deliver on our ambition, meaning that the majority of the money raised is unrestricted. The Department play a key role in shaping Greenpeace UK's communications to our supporters and the world outside

As GPUK does not take money from governments or corporations, the key audiences for fundraising are private individuals and charitable trusts and foundations. And as a campaigning organisation, the majority of unrestricted

income currently comes from large numbers (c 200,000) of regular donors, demonstrating mandate from a diverse and loyal supporter base who are recruited via our campaigns, online direct marketing, face to face fundraising teams and other high profile brand awareness activities.

The Fundraising Department is responsible for ensuring that GPUK achieves appropriate levels of visibility, through their fundraising and via dedicated activity in support of or complementary to specific campaigns. As such, the team includes a variety of skill sets to enable positive visibility, including market research, festival fundraising, paid media planning, merchandise, key influencer and celebrity management and the ability to commission mass appeal, high-impact content. In the past these skills have been used to successfully promote priority campaigns including films such as Rang Tan and tactics like the Big Plastics Count both of which delivered outstanding levels of public interest with millions participating or viewing. Achieving strong and positive alignment between fundraising, visibility and campaign strategies is absolutely essential for the team.

Supporter experience is also a key area of focus, ensuring that every type of supporter (donor, e-activist, volunteer) is treated appropriately in the context of their whole experience and history with GPUK. As contact with supporters

is distributed across many teams there is a demand for high levels of positive collaborative working.

GPUK is part of the global Greenpeace organisation, so contributes in many ways to its development, including a financial contribution from money raised.

Greenpeace recently approved plans for a global Capital Campaign, to run over a five year period, which will offer major opportunities for fundraising and engagement across all forms of giving.

In brief, the global capital campaign aims to raise £50m for a new, fossil fuel free Greenpeace ship and £50m for a major acceleration of global campaigns to address the accelerating climate crisis. The new Fundraising Director will lead on the development of a UK focused strategy in contribution to these exciting plans.

For further information visit:
<https://www.greenpeace.org.uk/>



The Role

Job Title

Fundraising Director

Location

London, N1

Reports to

Greenpeace UK Executive Directors

Direct Reports

Deputy Fundraising Director,
Supporter Recruitment
Deputy Fundraising Director,
Supporter Retention and Development
Deputy Fundraising Director,
Key Relationships
Deputy Fundraising Director,
Data, Planning and Insight

Key Relationships

Executive Directors, UK Board,
Programme Director, Director of Logistics,
People and Culture Director, Resources
& Technology Director, Head of Events,
Head of Finance, colleagues, especially
other Fundraising Directors, across
the wider Greenpeace network, key
contractors including tele-marketing and
face to face fundraising agencies.

The post holder will have the opportunity
to play an active role in supporting
the international organisation, for
example through participation in the
Global Growth Committee and other
international initiatives

Purpose

The Fundraising Director will be
responsible for leading the development
and delivery of a fundraising and
marketing strategy that delivers
sustainable income growth in the contexts
of the overall strategy for GPUK, and the
Global Growth Strategy as outlined above.

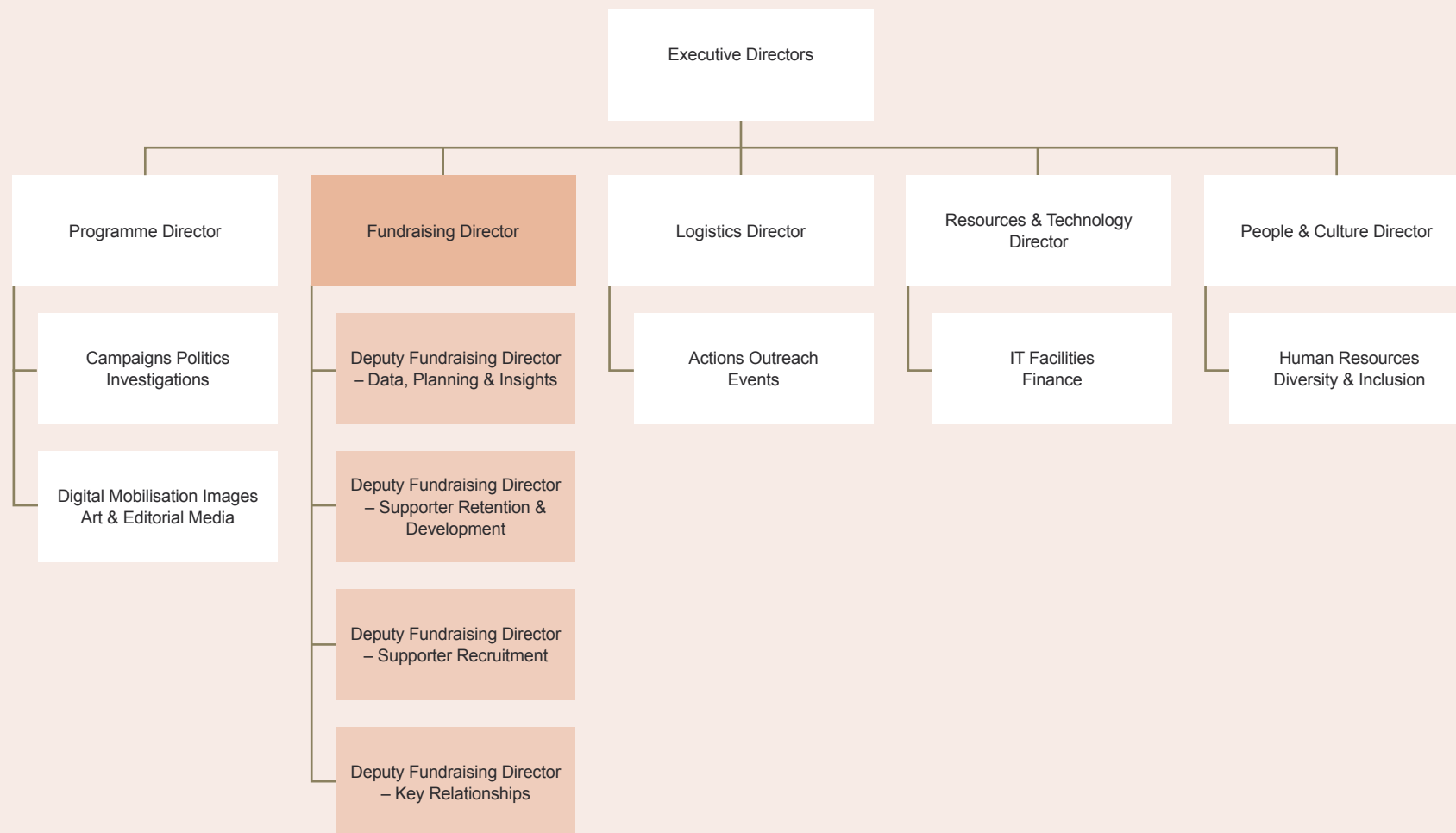
They will provide leadership and support
for the Fundraising Department, working
with and through the Fundraising
Leadership team of deputy fundraising

directors to ensure the positive visibility
of the Greenpeace brand as part of the
overall Programme plan.

As a member of SMT they will help lead
the organisation and its staff through a
period of change as we evolve to meet
the monumental challenges of climate
breakdown and biodiversity loss. They
will do this in a way that prioritises equity,
inclusion and empowerment, creativity
and innovation



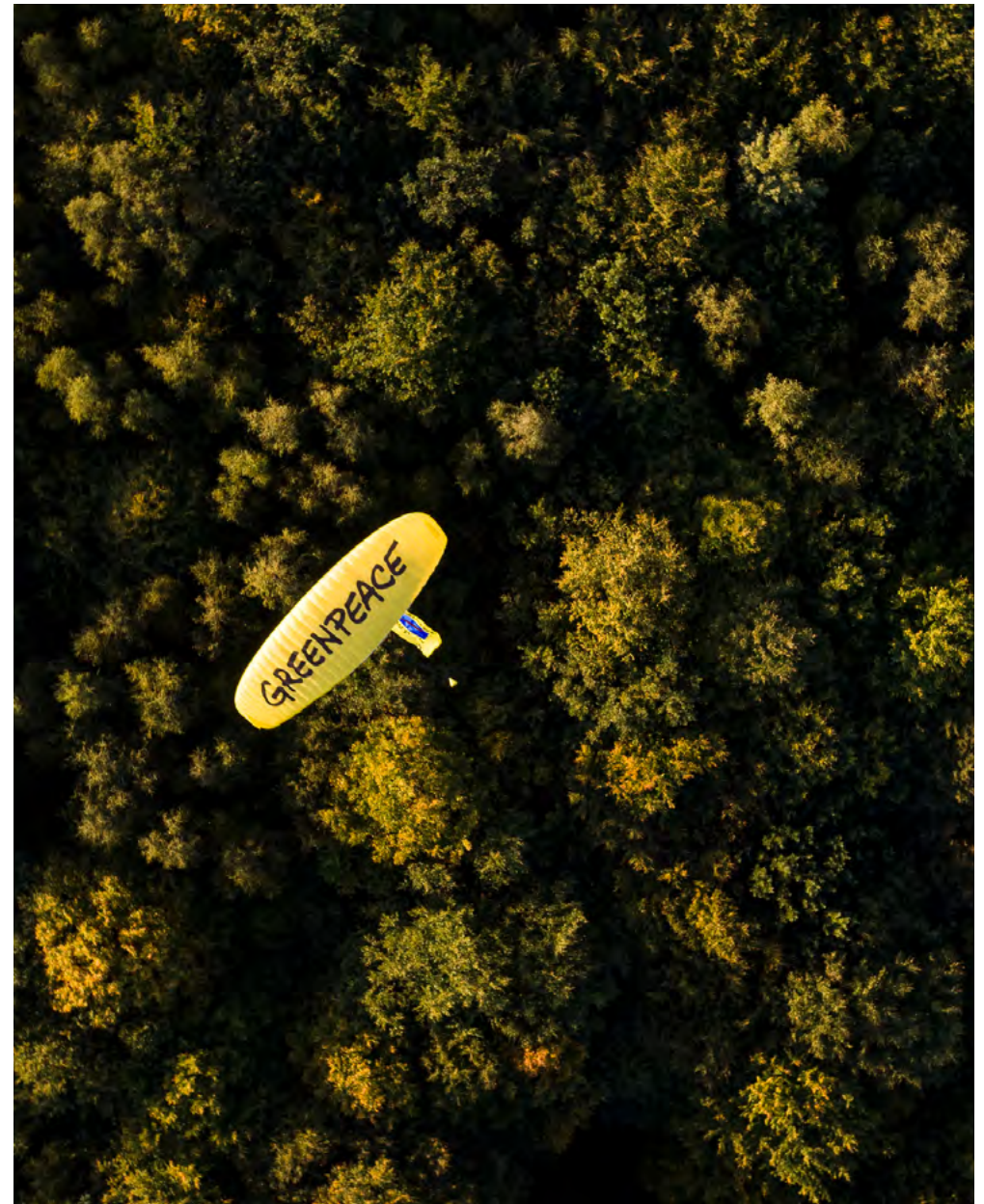
Organisation Chart



Key Criteria for Success

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

- Gained the respect and confidence of a high performing Fundraising Team and the wider Senior Management Team (SMT)
- Developed a 5 year fundraising strategy which engages fully with the global Capital Campaign to enable the delivery of the money and expertise required in line with projections made by members of the Key Relationships team
- Successfully presented the new fundraising strategy to the GPUK Board
- Established a good working relationship with the new Programme Director and be collaborating on winning campaigns
- Successfully onboarded the Deputy Fundraising Director – Data, Planning and Insight



Key Responsibilities

Strategy Development and Delivery

- Develop a fundraising and marketing strategy for the next 5 years to:
 - Deliver sustainable growth in income and regular donors, with resilience through diversity of income streams and channels
 - Provide sufficient levels of unrestricted income
 - Build on the Greenpeace brand and positive visibility
 - Develop, alongside Programme, a plan to engage with audiences with lower awareness of Greenpeace including young people and people of colour
 - Support the wider GPUK strategy and continue to find ways to integrate Fundraising teams in maximising the effectiveness of our campaign goals
 - Engage the wider fundraising team and key staff in the process
 - Foster innovation and flexibility to respond quickly to emerging threats and opportunities
 - Take full account of the agreed global Capital Campaign, which will run throughout the 5 year plan period
- Ensure effective delivery of the strategy through a combination of:
 - Staff (including non-fundraising staff) ownership of and enthusiasm for the strategy, achieved through involvement in the process and ongoing communications and engagement
 - Regular review of delivery against targets with managers, within a clear reporting framework
 - Collaborative development and review of the annual budget with the Fundraising Leadership team, relevant colleagues and Finance staff
- Lead the annual budget process for Fundraising, working closely with the Head of Finance to ensure that SMT and Boards are able to understand the combined impacts of budget decisions on short and longer term cost and income scenarios
- Contribute fully to organisation strategy development through SMT discussions and processes. Ensure that all members of SMT are aware of the key dynamics within fundraising and marketing plans



Leadership and support

- Work with and through the Deputy Fundraising Directors to create and nurture a happy and high-performing fundraising and marketing team as the organisation evolves in the coming years, to ensure:
 - The modelling of attitudes and behaviours expected of the team
 - A communications and engagement infrastructure that ensures all team members are aware of the strategy and targets, their own role in contributing to them, progress against the targets and a chance to hear from others and share their own contributions
- A working culture where individuals feel in control of their own work area, able to use their initiative and act within clear brand and ROI parameters
- A working culture where individuals respect and value colleagues' expertise and contributions and seek out their involvement
- -onsistent approaches across the department on staff issues with a degree of management judgement
- Ensure that all staff in the department benefit from effective personal development reviews, in line with organisational policy



- Ensure that the Fundraising department delivers against its objectives under the Anti Racism Action Plan and the D&I Strategy
- Contribute fully to SMT development of leadership and support strategies and actions

Compliance and reporting

- Ensure that there is a robust infrastructure of reporting, analysis and research to enable effective planning and monitoring of progress against objectives, whether short, medium or long term
- Ensure that reviews against targets are done in a spirit of finding ways to meet or beat overall targets
- Ensure the production of key reports, appropriate to their audience/s, including:
 - Weekly and monthly snapshots for the Fundraising Leadership Team, Finance and SMT
 - Mid year budget review and budget strategy for following year
 - Quarterly reports to Greenpeace International
 - 3 major reports per year to coincide with GPUK Board meetings
 - Annual risk review

- Ensure that all staff and third parties are aware of their responsibilities for compliance with key legislation relating to communications, advertising, fundraising and data protection by:
 - Oversight, via the Deputy FRD Data, Planning and Insight, of the Compliance manager role and their annual objectives
 - Keeping SMT, Boards and key leadership groups aware of compliance issues via periodic personal updates

General

- Connect with the global fundraising community via fundraising meetings and other initiatives to potentially continue GPUK's role in the Global Growth Committee (by invitation)
- Undertake any other duties appropriate to the role, as delegated by the EDs, for example leading on major communications projects; leading on key relationships; or capacity building and skills development with other organisations or Greenpeace offices
- Attend occasional out of hours meetings
- Deliver value for money in decisions around third party organisations and contractors

Person Specification

Experience and knowledge

Essential

- Demonstrable experience in a fundraising leadership role, ideally gained in a not for profit with a global presence
- Proven experience of developing and leading on the delivery of a fundraising strategy that incorporate innovation that has led to increase in engagement and/or income
- Experience of marketing for a cause similar to GPUK's key areas of focus, which could include: mass advertising in digital, social and traditional media; direct marketing in all channels; direct dialogue fundraising; telemarketing; market research; data analysis; key influencers/celebrity management; supporter care; legal frameworks for marketing
- Extensive experience of building, leading and motivating a successful, cross-functional fundraising team
- Experience of overseeing fundraising from the public including HNW individuals and trusts and foundations
- Proven track record of working with and managing relationships with internal and external stakeholders

- Experience of representing your organisation at a senior level externally
- Extensive knowledge of fundraising and best practice across the voluntary sector
- Effective management of projects and budgets
- Knowledge of charity and tax law, and data protection

Desirable

- Experience of change management
- Experience of leading on a mid to low level donor campaign
- Strong understanding of campaigning and how campaigns create change through a variety of tactics

Skills and abilities

Essential

- Ability to create a context where team members feel ownership of their own areas and deliver ambitious outcomes
- High level influencing, negotiation, diplomacy and advocacy skills
- Ability to think strategically and inspire colleagues with a vision of what is possible, co-create a plan and ensure that the vision is achieved
- Ability to lead by example in developing collaborative working across teams so that whole organisation objectives are reflected in day to day decisions
- Highly numerate and comfortable with working with complex financial planning tools to ensure the big picture delivers the short and long term net income required

Attitudes

Essential

- Flexible, resilient and solutions-focussed, with an entrepreneurial and enterprising mindset
- A proactive, solutions-orientated approach to problem solving
- A passion for Greenpeace' mission, and knowledge of or interest in the environmental sector
- Personal and demonstrable commitment to diversity, inclusion and anti-racism

Next steps

Terms

This role is positioned with a salary of c.£80,000 - £85,000 per annum depending on experience. To discuss salary parameters further, please call **Sonja Dunphy**, Managing Director or **Julie Baker**, Consultant at Richmond Associates.

Annual leave entitlement:

25 days per year, rising by 1 day per year to a maximum of 32 days per year (plus 3 office closure days per year at Christmas).

Pension:

8.5% employer contribution with a minimum 3% employee contribution (salary sacrifice scheme).

Other:

- Remote working options (some time in the office is required)
- Global E,D&I staff communities committed to issues related to equity, diversity & inclusion
- Opportunity to work with colleagues from all around the world
- Wellness initiatives, such as free yoga, workshops and webinars
- Employee Assistance Programme, offering free 24/7 confidential emotional and practical support, including counselling and coaching
- Learning & development opportunities allowing staff to develop both personally and professionally, including formal training programmes incl. coaching
- Season ticket loan, cycle to work scheme, life assurance (4 x salary).
- Global skill shares



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 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.
5. Completed equal opportunities monitoring form: https://docs.google.com/forms/d/e/1FAIpQLSfisYzbMUc01MKBES_5pFWEYISmteJ4l8CmMI8Zt07bj_Kb7g/viewform

Our commitment to diversity:

At Greenpeace UK we are committed to advancing **diversity, inclusion, equity and becoming anti-racist**. We acknowledge that people from certain backgrounds are under-represented in environmental and campaigning organisations and want to do all we can to correct this. In particular, we want to be more representative of Britain's diversity at senior levels of GPUK. If you have the skills we need and are a person of colour, disabled, LGBTQIA, non-binary, have a mental health condition, or if you identify as working class now or in the past, we would welcome an application from you.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Sonja Dunphy, Managing Director or Julie Baker, Consultant at Richmond Associates.

First interviews with Greenpeace UK will take place on **13 and 14 February 2023** with panel interviews taking place on **22 and 23 February 2023**.

Greenpeace UK will reimburse travel expenses to interviews upon presentation of receipts and within one month of the end of the recruitment process.

Closing date for applications is 9am on Friday, 3rd February 2023.

Please send your application to **Kate Tilley**, Business Support Administrator

✉ info@richmond-associates.com
 📍 Richmond Associates
 7-10 Adam Street
 London WC2N 6AA, UK
 ☎ +44 (0) 20 3617 9240

