

Job Description

Head of High Value

Department	Fundraising
Reports to	Fundraising Director
Direct Reports	<ol style="list-style-type: none"> 1. Legacy Officer 2. Mid Donor Officer 3. Major Donor Officer
Grade	Grade 5
Status	Permanent, Full-time
Location	<p>Greenpeace's normal places of business and or employee's home (on request)</p> <p>(The demands of the role are likely to require regular work on nights and weekends and regular interstate and some global travel)</p>

Role Purpose

The Head of High Value is a pivotal role, stewarding and expanding Greenpeace Australia Pacific's (GPAP) three high value gift pipelines, including major gifts, trust and foundations and prospects, legacy (Gift in Will) donors and prospects and a first year mid donor program. This role will be responsible for the setting and achievement of the High Value strategy, including the annual budget and targets, in order to maintain and expand the major donor, legacy and mid-donor programs to enable GPAP's ambitious organisational strategy.

This role requires extensive knowledge of GPAP's major gift donors and prospects, as well as the external philanthropic environment. This role will also require confidence in communicating GPAP's values and strategies at all times.

The Head of High Value will have significant interpersonal contact with major gift donors, prospects and other networks and will provide close high level support to the CEO as the principal relationship holder with high level supporters. This role will also work closely with other staff to build strong relationships with major gift donors and prospects. Subject to the overall accountability of the Fundraising Director, the Head of High Value will be accountable for the major gift, legacy and mid donor fundraising targets and metrics.

The Head of High Value will collaborate extensively with the Program Department and the Creative and Technology Department to develop high-impact, fundable campaign products. This role will be confident in leveraging the profile and networks of the CEO, staff and board members, to achieve fundraising objectives. Similarly, this role will also work closely with the GPAP Board Fundraising Committee and with relevant global colleagues on an as-needs basis. Given that High Value is a small team, all roles will at times be expected to cover elements of

the other roles within the team and have a strong understanding of the entire high value portfolio .

This position is required to represent High Value in the context of the Fundraising Leadership team, keeping other members of Fundraising across key high value initiatives, sharing content and identifying areas for synergy and mutual growth. This position will ensure the team is cross trained on all elements of high value fundraising.

As Greenpeace does not solicit or accept funds from corporations or governments under any circumstances, we are reliant on the support of individuals and private trusts and foundations for all the funds to carry out our environmental campaigns.

Greenpeace Values	Greenpeace Mindset
Global Mindset	Greenpeace is an independent campaigning organisation, which uses peaceful, creative confrontation to expose global environmental problems, and develop solutions for a green and peaceful future. Our goal is to ensure the ability of the earth to nurture life in all its diversity. That means we want to protect biodiversity in all its forms; prevent pollution and abuse of the earth's ocean, land, air and fresh water; end all nuclear threats, and promote peace, global disarmament and non-violence.
Trust and Respect	
Values People	
Knowledge Sharing	
Goal Orientated	
Cutting Edge	

Key metrics
General Responsibilities
Strategy Development Implementation
Relationship Building
Compliance with Framework Conditions

Role Responsibilities	
General Responsibilities	
Key Metric	How Success is Measured
Effectively managed the High Value Team including making	<ul style="list-style-type: none"> Providing line management to three High Value Officers Helping to foster a culture of hunger and ambition within the High Value Team, consistent with GPAP's culture and strategic aims

decisions in relation to the team's work priorities	<ul style="list-style-type: none"> • Effective leveraging of the public profile of the CEO as the public face of GPAP to achieve fundraising objectives • Ensuring that the High Value is an actively learning team • Cross-train the High Value team to provide resilience across roles (mid donor, major donor and legacy). • Other such duties may be prescribed from time-to-time to support the Fundraising Director or CEO across the full gambit of their responsibilities, including acting as the CEO's aide in the course of joint travel. • Ability to maximise the effectiveness of the CEO in the area of Major Gift Fundraising. • Ensure a consistent methodology of managing and assessing performance on high value projects and campaigns.
Strategy Development and Implementation	
Key Metric	How Success is Measured
Effectively strategised, developed and implemented key programs and systems	<ul style="list-style-type: none"> • Develop and maintain a sophisticated understanding of the strategic external philanthropic environment, including understanding of key players, institutions and trends. • Lead the development and execution of major gifts, mid donor and legacy strategies, ensuring each program leverages the strengths and synergies of each other. • Overarching responsibility for the planning, development and implementation of the GPAP major gifts, mid donor and legacy programs, including individuals, trusts and foundations • Both initiate and collaborate in the development of high-impact, fundable campaign products. • Develop and oversee a detailed prospect identification and development strategy focusing on approaches to converting prospects to confirmed major donors • Develop and overseeing effective cross-organisational systems for major gift prospect network mapping, research and management • Oversee a program of tailored communications relevant to the target audiences • Create and manage a comprehensive calendar of events across the high value portfolio, including 'deep' moves, GPAP representation at external events and mid donor/legacy stewardship and engagement events, ensuring where possible to create synergies across these events. • Monitor and report on the progress of agreed performance indicators for all three high value programs and create a metric focused culture within the team. • Keep up-to-date with innovations relating to fundraising, prospect research, management, relationship management and philanthropy.

	<ul style="list-style-type: none"> • Ensure that the High Value team is plugged into the GPAP technology roadmap and are leveraging all technology innovations for the advancement of the High Value program • Support GPAP to implement events and activities when requested • Contribute to departmental meetings and other organisational and interdepartmental meetings as required • Research and benchmark with other Australian NGOs and Greenpeace globally • Other duties as directed by the Fundraising Director.
Relationship Building	
Key Metric	How Success is Measured
Fostered, built and utilised working relationships with key stakeholders and internal stakeholders	<ul style="list-style-type: none"> • Extensive personal interaction with major donors and prospects • Facilitating and supporting all aspects of the development and maintenance of close relationships between the Fundraising Director/CEO and major donors and prospects. • Internal and external representation • Liaising with other staff as necessary to develop tailored funding proposals to secure prospective major donor support • Develop effective cross-departmental relationships and an effective working partnership with all parts of the organisation • Regular networking including identification of and attendance at external events that may hold relevance for the major donor or as required to support the Fundraising Director/CEO • Overall responsibility for ensuring the maintenance of data of confirmed and potential prospects and current donors and cultural influencers into Salesforce). • Comprehensive understanding of Australian philanthropy as a strategic domain, including relevant actors, networks, institutions, rules, trends and influencers. • Integration of major gift fundraising with program campaign and project development.
Compliance with Framework Conditions	
Key Metric	How Success is Measured
Was compliant with Greenpeace policies and did not bring Greenpeace into disrepute	<ul style="list-style-type: none"> • Abide by Greenpeace Australia Pacific Code of Conduct and related Integrity Policies • Ensure that your personal or campaign activities will not bring Greenpeace into disrepute (in case of doubt you will be expected to discuss the issues with the Fundraising Director).

Role Requirements

Knowledge

- High level of knowledge of print and production techniques
- High level of knowledge of moving donors through a pipeline
- High level of knowledge of creating donor journeys
- Strong knowledge of Australian philanthropic environment
- Relevant tertiary academic qualifications.

Skills

- Ability to prepare donor analysis and reports
- High level of computer literacy (Google suite - Google Docs/Sheets/Slides)
- Microsoft office (excel)
- Salesforce (CRM)
- Relationship/Sales management platforms
- Development and writing of high quality fundable proposals
- Monitoring and reporting of progress on projects supported by high donor gifts
- High level relationship building, interpersonal, writing and presentation skills including proficiency in communicating in donor-centric language
- Network and relationship fundraising strategy

Experience

- At least four (4) years' experience in a similar or related position
- At least three (3) years' experience in a people management position
- At least three (3) years' experience communicating with supporters
- Demonstrated experience in relationship fundraising
- Demonstrated experience in database maintenance and analysis
- Demonstrated experience effective/engaging email writing and phone manner
- Demonstrated experience managing a pipeline/caseload
- Developing and maintaining relationships.

Employee Commitment

Signature:

Date: