

## Job Description

# Grant Writer and Coordinator

<b>Department</b>	Fundraising
<b>Reports to</b>	Philanthropy Manager
<b>Direct Reports</b>	Nil – <i>works closely with contractors, interns and volunteers</i>
<b>Grade</b>	TBC
<b>Status</b>	Permanent, Full-time
<b>Location</b>	Based in Greenpeace's normal places of business and/or employee's home (on request)

## Role Purpose

The primary objectives of the Grant Writer and Coordinator are to develop high impact fundable campaign products and to advance all aspects of effective communication with key supporters and prospects, to achieve Greenpeace's ambitious organisational strategy. Working alongside the Major Donor Officer, this role is crucial in implementing GPAP's Major Giving Strategy, requiring excellent marketing instincts, strong communication and organisational skills and a flair for writing and storytelling.

This role will primarily interact with donors through the written word, in the form of proposals, reports and other written communication to major donors, trusts and foundations, prospects and others. The Grant Writer and Coordinator will work closely with other staff to build strong relationships and to find the information needed to craft compelling written materials from inspiring Greenpeace campaigns. This will require close collaboration with the Program Department and other staff across the fundraising team, to learn deeply about campaigns and create the most effective ways to communicate these campaigns to donors. This role will also have a coordination role to play to ensure that the team is highly organised and prepared to meet important deadlines, particularly in terms of proposals and reporting to donors.

### Greenpeace 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.

<b>Key metrics</b>
Philanthropic Communications Development
Coordinating for Operational Efficiency
Relationship Building
Compliance with Framework Conditions

<b>Role Responsibilities</b>	
<b>Philanthropic Communications Development</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>Best-in-class, high impact campaign products are developed and implemented</b>	<ul style="list-style-type: none"> <li>• Help develop high impact fundable campaign products to inspire major donors to donate to Greenpeace.</li> <li>• Translate these campaign products into well-written, engaging proposals, report backs and other related materials that will grow fundraising income and campaign impact.</li> <li>• Help foster a culture of effective storytelling across the team and work closely with staff across the organisation to achieve this.</li> <li>• Implement a program of tailored communications relevant to the target audiences, working closely with other relevant staff.</li> <li>• Have a sophisticated knowledge of best-in-class philanthropic communication that will inspire donors to give.</li> <li>• Incorporate innovations relating to philanthropy impact and philanthropic-specific communications</li> <li>• Apply an understanding of the strategic philanthropic environment, including understanding of key players, institutions and trends, to help inform donor communications.</li> </ul>
<b>Coordinating for Operational Efficiency</b>	
<b>Key Metrics</b>	<b>How Success is Measured</b>
<b>The Major Gift strategy is effectively executed</b>	<ul style="list-style-type: none"> <li>• Work alongside the Major Donor Officer and other staff to plan and implement the GPAP major gifts program, with a focus on the development of key messages and communications.</li> <li>• Support with the maintenance of donor and prospect data in Greenpeace's CRM, in collaboration with other team members.</li> <li>• Assist in managing the calendar of events, key campaign moments and donor milestones to ensure synergy in our fundraising plans and proposal and reporting coordination.</li> <li>• Maintain a detailed awareness of the activities within the rest of the High Value team and campaign teams in order to ensure alignment and maximise opportunities.</li> </ul>

	<ul style="list-style-type: none"> <li>Contribute to departmental meetings and other organisational and interdepartmental meetings.</li> <li>Support the team in other ways when required, eg occasional event support.</li> </ul>
<b>Relationship Building</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>Fostered, built and utilised effective relationships with key stakeholders and internal collaborators</b>	<ul style="list-style-type: none"> <li>Develop effective cross-departmental relationships and an effective collaboration with all parts of the organisation.</li> <li>Develop effective relationships with campaign staff and marketing staff to ensure storytelling and communications objectives are met.</li> <li>Liaise with other staff, especially in campaign teams, to develop tailored funding proposals to secure prospective major donor support.</li> <li>Support the development and maintenance of close relationships between the CEO, Head of Philanthropy and Partnerships, Philanthropy Manager and Major Donor Officer with major donors, especially regarding written communications.</li> <li>When needed, represent Greenpeace at a high standard with donors and other partners.</li> </ul>
<b>Compliance with Framework Conditions</b>	
<b>Key Metric</b>	<b>How Success is Measured</b>
<b>Was compliant with Greenpeace policies and did not bring Greenpeace into disrepute</b>	<ul style="list-style-type: none"> <li>Abide by Greenpeace Australia Pacific Code of Conduct and related Integrity Policies</li> <li>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).</li> </ul>

## Role Requirements

### Knowledge

- Strong level of knowledge of philanthropy-specific communications
- Knowledge of philanthropic sector and funding opportunities
- Intermediate level of knowledge of relationship fundraising
- Intermediate level of knowledge of creating donor journeys
- Intermediate level of knowledge of print and production techniques
- Related tertiary academic qualifications

### Skills

- Strong communication skills, particularly written communications with the ability to prepare philanthropic proposals, reports, emails and analysis
- Organisational skills, with close attention to detail
- Interpersonal relationship skills, in particular building constructive and long-term relationships with both internal and external parties

- Intermediate level of computer literacy (Google suite - Google Docs/Sheets/Slides and Salesforce (CRM) desirable

**Experience**

- At least two (2) years' experience in a similar or related role
- At least two (2) years' experience demonstrating high level of written communication skills
- Demonstrated experience in marketing writing or grant writing
- Experience in database management (desirable)

**Employee Commitment**

Signature:

Date: