

## JOB DESCRIPTION

**Position title:** Corporates Partnerships & Fundraising Officer, WWF-Viet Nam  
**Reports to:** Corporates Partnerships & Fundraising Lead  
**Supervises:** Consultants  
**Location:** Ho Chi Minh, Viet Nam  
**Date:** July 2020

### I. Background:

WWF was one of the first International non-government organizations working in Vietnam. In 1985, WWF began working on a national conservation strategy and since then has worked closely with the Vietnamese Government on a diverse range of environment issues and implemented field activities across the country. Find out more at <http://vietnam.panda.org/>. WWF recognizes that its employees are its most important asset. A competent workforce, thoroughly trained, properly motivated, and bound together by mutual trust and common objectives is crucial to the success of WWF

WWF-Viet Nam established the Corporate Partnerships & Fundraising team in 2014, under the new country strategy and in recognition of the middle-income status of Viet Nam (with its associated increase in corporates and individuals' interest in sustainability development and reduced funding from external governments and agencies), WWF-Viet Nam has set ambitious targets for local conservation impacts. Business is primed to lead on rapid adaptation and on the innovative solutions needed to drive change. By working with businesses together with domestically generated revenue, WWF-Viet Nam aims to drive conservation results that would not be possible otherwise.

### II. Major Functions:

The Corporates Partnerships & Fundraising Officer is a member of WWF-Viet Nam's Corporate Partnerships & Fundraising Team who are responsible for the implementation of WWF-Viet Nam's integrated domestic marketing and fundraising from corporate partners and driving corporate engagement for conservation impacts; overseeing and adhering to fundraising and corporate engagement policies, procedures and systems, in line with the Country Office's Strategic Plan and WWF-Network Standards.

The Corporates Partnerships & Fundraising Officer is responsible for supporting the advancement of WWF-Viet Nam's conservation and growth agenda through targeted, innovative marketing and fundraising strategies that reach and engage key audiences. S/he will be expected to provide oversight, lead marketing corporates initiatives, and develop active corporates prospects. S/he will contribute to the implementation of strategies for cultivation, solicitation and closure, as well as to achieve annual targets and goals.

### III. Major Duties and Responsibilities:

- Support the development and implementation of the multi-year Corporates Engagement and Fundraising strategy for WWF-Viet Nam that underpins the country's strategic conservation goals and establish a diversified and sustainable corporate income base, contributing towards the country income growth
- Cultivate and build strong networks of local contacts to explore engagement and fundraising opportunities
- Support in preparing due diligence, project pitches, concept notes, proposals and contracts to corporate donors
- Collaborate with all teams to provide support and advices for all issues relating to corporate engagement guidelines and procedures required by WWF-International Corporate Engagement
- Oversee and provide inputs and advices as needed during the implementation of conservation projects funded by corporate, both technical activities and communications activities as appropriate
- Design or final review and inputs or to all key documents including technical and financial project reports, agreements, contracts, MOUs... in working with corporate donors and partners
- Ensure best account management towards all corporate donors and partners to ensure the needed deliveries of partnership commitments, issues are effectively solved, risks are calculated and handled, WWF's image and reputation are fostered and the potential of future and expanded opportunities as well as the loyalty and trust of corporate partners are secured
- Plan and execute fundraising campaigns and events to attract and diversify corporate funds

- Coordinate with the WWF APGT (Asia Pacific Growth Team) in knowledge sharing and information exchange, and collaborate on regional and network corporate engagement initiatives that will benefit the country, network, and region
- Maintain updated corporate databases, track fundraising progress, and compile necessary communications materials, reports to support partnership development as well as work with WWF-International to provide reports, country corporate partnership updates
- Manage the temporary Individual Fundraising operation.
- Work with admin and finance team in purchasing and logistics tasks relating to corporate fundraising
- Performs other duties as requested by the Line Manager.

#### IV. Profile:

##### Required Qualifications

- Bachelor's degree in marketing, business or related fields.
- Minimum of 3-5 years' experience in fundraising or marketing.
- Proven track record in marketing and/or fundraising within the charity and/or private sectors, including substantial experience in achieving fundraising targets
- Good understanding of conservation issues and strategies; understanding of WWF's work in Viet Nam and globally.
- Proven track record in designing and delivering successful Marketing & Fundraising strategies, with evidence of delivering growth in income is an advantage
- Familiarity with a wide range of communication, marketing and fundraising tools and approaches, their potential impact and their suitability for an organisation like WWF.
- Experience leading and participating in multi-disciplinary teams to build consensus, optimism and confidence, in the face of challenges, while charting new territory for WWF-Viet Nam.
- Comprehensive understanding and insights of relevant industries and markets
- Proven track record in managing risks and crisis in working with the private sector is an advantage

##### Required Skills and Competencies

- Good skills in project and budget planning and implementation with respect to marketing and fundraising.
- Strong interpersonal skills and the ability to develop relationships with a wide range of audiences.
- Excellent communications skills, both written and verbal in Viet Nameese and English, supported by good computer and digital skills.
- Articulate, creative, passionate, flexible and tenacious.
- Attention to detail, diplomacy and discretion
- The candidate must be entrepreneurial, results-oriented, prospect-focused, strategic and intuitive, as well as comfortable working both independently and as part of a team.
- WWF focused; External orientation; Delivery of quality outcomes; Building working relationships; Communicate effectively; Leading teams; Leading change; Managing resources
- Adherence to WWF's values: Knowledgeable, Optimistic, Determined and Engaging.

#### V. Working Relationships:

**Internal:** Works closely with Public Sector Partnership team, Practice lead/focal points, Communications team, APGT and regional corporate partnership team. Engages with and supports WWF-Viet Nam staff.

**External:** Interacts with corporates, foundations, government aid agencies and private sector donors, creative agencies, external consultants and service providers, national Government agencies, other NGOs and community organizations.

*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 organisational needs.*