



WWF for a living planet®

JOB DESCRIPTION

Position title: Head of Corporate Partnerships, WWF-Vietnam
Reports to: Program Development Director, WWF-Vietnam
Supervises: Corporate Partnerships & Fundraising officer, consultants
Location: Ho Chi Minh, Vietnam
Date: **October 2024**

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

II. Major Functions:

The Head of Corporate Partnerships is responsible for leading the development and implementation of WWF-Viet Nam's integrated domestic marketing and fundraising strategy and business transformation work; 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.

S/he is responsible for advancing 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 strategic oversight, lead all marketing corporates initiatives, and develop active corporate prospects. S/he will create and implement strategies for cultivation, solicitation and closure, as well as set and achieve annual targets and goals.

III. Major Duties and Responsibilities:

Corporate Fundraising

- Lead the development and execution of annual fundraising plan which includes area of required investment, budgets, KPIs in corporate engagement as well as projected growth of income.
- Lead the development of corporate partnerships proposals and fundraising products to expand and diversify corporate engagement and to raise funds from the private sector directly or via WWF Network.
- Establish internal processes and working protocols to support all new types of marketing partnerships for corporate fundraising.
- Oversee and provide inputs and advice as needed during the implementation of conservation projects funded by corporate, both technical activities and communications activities as appropriate, including supporting technical and financial reporting.
- Support design and conduct final review and inputs to all key documents including proposals, technical and financial project reports, agreements, contracts, MOUs, etc. in working with corporate donors and partners.
- Ensure best account management towards all corporate donors and partners to ensure the needed deliveries of partnerships 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.
- Work closely with the Communication & Advocacy Director to cement brand position and increase brand awareness across target corporate audiences, through effective marketing communications products and channels.

Corporate Engagement and Transformation

- Develop corporate engagement strategy required in project implementation to support fundraising priorities, engaging corporates and mobilizing their contribution to project implementation, identify key potential areas of work and partners to engage in corporate transformation.
- Work with conservation team to facilitate the execution, especially to identify risks and provide solutions to minimize risks along
- Advance corporate engagement and fundraising to higher level of addressing business transformation for greater impacts.

General

- Cultivate and build strong networks of contacts to explore fundraising opportunities both within and outside of the WWF network.
- Collaborate with the WWF network to develop a Major Donor roadmap that ensures WWF-Vietnam is prepared for effective fundraising from high-net-worth Major Donors.
- Influence and embed a culture of fundraising across the organisation to insure the best possible participation of relevant teams for effective joint efforts fundraising work.
- Work closely with Public Sector Partnerships team to ensure that all marketing initiatives are coordinated as part of the departmental objectives and overall conservation and country strategy;
- Be a key contributor to the design of corporate engagement and/or fundraising components under any non-corporate-funded conservation proposals and support implementation of projects with corporate engagement within the project logic.
- Coordinate with the WWF APGT in knowledge sharing and information exchange, and collaborate on regional and network initiatives that will benefit the country, network, and region.
- Work with WWF-International to provide reports, country corporate partnerships updates.
- Provide strategic inputs and advice to CMT members during decision-making processes that; i) involve element of corporate engagement such as risks and that ensures compliance with WWF's corporate engagement guidelines ii) involves fundraising including corporate fundraising, and Major Donors fundraising.
- Performs other duties as requested by the Line Manager.

IV. Profile:

Required Qualifications

- Master's degree in communications, public relations, marketing, business, or related fields.
- 10 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 Vietnam and globally.
- Proven track record in designing and delivering successful Marketing & Fundraising strategies, with evidence of delivering growth in income
- 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-Vietnam.
- Comprehensive understanding and insights of relevant industries and markets
- Proven track record in managing risks and crisis in working with the private sector

Required Skills and Competencies

- Strong leadership 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 Vietnamese 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.

- Identifies and aligns with the core values of the WWF organization: Courage, Collaboration, Respect & Integrity;
- Adheres to WWF's brand values: Knowledgeable, Optimistic, Determined and Engaging;

V. Working Relationships:

Internal: Works closely with WWF National Offices, CCO, Landscape Leads, Practice lead/focal points, PSP team, APGT, Finance, HR, Communication, M&E teams; engages with and supports WWF-Vietnam staff.

External: Interacts with corporates, corporate foundations, private sector donors, major donors, media, 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.