



WWF for a living planet®

JOB DESCRIPTION

Position title: Sustainable Finance Practice Lead
Reports to: Conservation Director
Supervises: consultants when required
Location: Hanoi, Vietnam.
Date: January 2025

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 has identified the Finance Sector as a global driver that we must engage successfully to deliver on our long-term conservation mission. We work with key finance sector players (e.g. banks, investors, regulators, stock exchanges) to drive business changes, advocate for policy shifts towards sustainability, develop best practices and standards, and support Program for Permanence (PFP) approach, innovative financial frameworks and mechanisms (e. sustainable landscape financing) that encourage environmentally sustainable, low carbon and resource efficient investments.

II. Major Function

The Sustainable Finance Practice Lead is responsible for leading sustainable finance initiatives in WWF-Vietnam. This role provides strategic direction for the program, identifies and develops funding opportunities, and serves as the primary representative on technical issues related to sustainable finance in both national and international forums.

The Sustainable Finance Practice Lead also leads engagement and advocacy efforts across the banking sector and with relevant finance stakeholders in Vietnam. Additionally, this role ensures alignment and cohesion between WWF-Vietnam and the broader WWF Network within the Finance Practice. It is also responsible for the effective coordination, planning, implementation, and monitoring of related projects and activities under the country program.

III. Major duties and responsibilities:

Sustainable Financing Program development, implementation and management

- Within WWF Viet Nam strategy (2025-2030), conceptualize, develop and implement with the participation of Landscape Lead and Practices Leads a sustainable finance mechanism for the Central Annamite Landscape (CAL) and Mekong Delta Landscape (MDL).
- Lead the development and implementation of the “Viet Nam for Life” or PFP
- Take responsibility for inputs, management, implementation and monitoring of projects and activities related to sustainable finance, supporting the completion of other country practices’ goals and outcomes and country conservation strategy and ensure integration of related Sustainable Financing projects and works into WWF Monitoring and Evaluation mechanisms including APMS;
- Act as coordinator between Sustainable Finance Program activities and staff, Conservation and Program Development Director and with the Asia Pacific Sustainable Finance Lead.
- In coordination with the Policy Director, develop and implement advocacy and engage with the banking sector, financial institutions, microfinance banks and other stakeholders in the country in relation to sustainable finance initiatives and mechanisms.

- Assess and benchmark local banks' extent of Environment Social & Governance (ESG) integration and regulatory standards and conduct capacity building workshops targeted at banks.
- Work with Financial Institutions to develop responsible lending green and climate related policies, ESG risk appraisal tools and appropriate monitoring and reporting frameworks which include risk assessments on nature and biodiversity loss.
- Manage research on commodity supply chains, ESG issues and sustainability disclosure and performance by companies.
- Work with WWF commodity, climate and water experts to distill insights and knowledge into guidance tools for the banking sectors.
- Keep abreast of trends and developments relevant to sustainability and finance.
- Review and sign-off on all technical outputs in relation to sustainable finance produced by WWF-Vietnam.

Capacity building and Fundraising

- Support other program coordinators where relevant to develop robust sustainable finance elements into their strategies.
- Identify funding opportunities for the Sustainable Finance Program from different sources, including within the WWF Network, external PSP donors, corporates, partners etc., and support fund raising functions with technical inputs as required.
- Develop and maintain relationships with strategic donors relevant to the Sustainable Finance Program to ensure WWF-Vietnam priorities represented in donor strategies and funding opportunities maximized.
- Act as technical lead for fundraising opportunities within Sustainable Finance program and coordinate with fund raising functions to develop technical concepts/proposals and associated budgets.

Representation, Communication, Networking

- Responsible for networking including establishing relations with all key stakeholders, implementing the policy and advocacy strategy for the program.
- Represent WWF-Vietnam in national and international meetings, conferences and workshops as appropriate.
- Act as focal point for WWF-Vietnam communications in relation to Sustainable Finance Program, through close collaboration with the communications department with the Asia Pacific Sustainable Finance Lead.

Other

- Undertake other relevant works as assigned by CEO/CCO
- Provide regular updates to the CEO/CCO on technical implementation, staffing and funding opportunities and shortfalls.

IV. Profile:

Required Qualifications

- Master's or higher degree in either finance, economics or environment management, or relevant fields.
- At least 9 years of experience in project management in an international/national development organization or similar, of which at least 5 years should be in the field of finance or sustainability, experience working with corporates/financial institutions is preferred
- Knowledge and understanding of development and conservation issues and the context of Vietnam and how environmental concerns relate to material business risks and opportunities.
- General knowledge of the finance sector levers for change as they relate to sustainability.
- Fluency in English and Vietnamese both written and spoken.
- Computer literacy (e.g. Microsoft office, relevant conservation software, etc).

Required Skills and Competencies

- A good understanding of how environmental concerns relate to material business risks and opportunities.
- General knowledge of the finance sector levers for change as they relate to sustainability.
- Ability to analyze ESG issues and to effectively communicate these to financial institution partners.
- Strategic thinking skills to ensure the program is relevant, networked and impactful.
- Leadership skills to drive the Sustainable Financing Program objectives, advocate among peers and partners, support project staff and ensure relevance.
- People management skills including staff management and support, capacity development and coaching, developing teamwork, negotiation skills and conflict resolution.
- Project management skills include project planning, coordination, time management and logistics.
- Financial management skills, including budget preparation and management and oversight of financial administration procedures.
- Networking, coordination, and facilitation skills for both internal and external audiences and partners.
- Excellent interpersonal, communication and diplomatic skills with the ability to manage and interact at all levels of an international, multicultural and multilingual organization.
- Identifies and aligns with the core values of the WWF organization: Courage, Collaboration, Respect & Integrity.
- Adheres to WWF's values, which are: Knowledgeable, Optimistic, Determined and Engaging.

V. Working Relationships:

1. Internal:

WWF-Vietnam: work under supervision of and reports directly to the CEO/ CCO. Supervise project staff implementing program activities. Interact on a regular basis with other functions including other Program Coordinators, Fund Raising (i.e. PSP, Corporate Relations and Major Donors); Monitoring & Evaluation, Communications and Finance Unit.

WWF Network: Connect to, liaise with, develop partnerships between and provide input into the broader WWF Network on behalf of the WWF-Vietnam office, especially in relation to the global Finance Practice teams and donor offices, to ensure the achievement of the Vietnam Sustainable Finance Program Strategy, and global goals and outcomes.

- ### **2. External:**
- Interacts with government agencies at national, provincial and district levels, financial institutions, regulators, stock exchanges, private sector entities, civil society organizations, academic institutions, the media, and donors and partners.

This JD 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 organizational needs.