



Greenpop

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T: +27 21 481 9255 E: info@greenpop.org W: www.greenpop.org

Job Opportunity

Job Title: Fundraising & Donor Partnership Manager

Purpose of this role:

This is an exciting opportunity for a dynamic person with skills in fundraising and donor communications to join the Greenpop team. Our reforestation, urban greening and eco-education projects are largely funded through corporate partnerships, monthly tree pledges by companies, individuals and once off funding. We have just received our PBO status and would like to grow our fundraising base of partners and manage these well, as well as adding additional methods like grant proposal writing, foundation funding, CSI and BEE. The Fundraising Manager will manage our current funding partners and attract more of these as well as develop new funding strategies. We are developing exciting new environmental projects across southern Africa and are looking to fundraise for and report on these programmes in creative ways.

Our ideal candidate is able to promote environmental programmes authentically. She/he has a background in fundraising, business development or communications/marketing. She/he has a good understanding of the corporate environment in South Africa, how they spend their CSI budgets and how ED and BEE funding works – or is willing and capable to learn this. He/she will be a driven, creative and highly organised individual, who will be able to take full ownership of our offerings and promote the idea of planting trees, eco-education and sustainable development to the right people. The person needs to have strong management skills and the ability to juggle different projects, good attention to detail, ease with administration work, a strong level of flexibility, excellent pitching, writing and presentation skills as this is a client/stakeholder facing role and requires a social person who is keen on networking.

Your role will include but will not be limited to:

- Creating and implementing creative fundraising strategies
- Setting fundraising targets and actively driving these through the right channels
- Networking with and giving presentations at relevant institutions and companies on Greenpop's projects
- Managing stakeholder relations with partners and donors and creating strategies to ensure we are giving good return on investment to all our partners
- Creating new fundraising mechanisms for Greenpop
- Helping to develop and implement a BEE strategy for attracting partners including SED, skills development and enterprise development proposals
- Writing proposals together with our Programmes Manager and getting these into the right hands
- Writing donor report newsletters to keep all funders aware of Greenpop's programmes and progress – developing a community through good partner communications and reporting.
- Working closely with our Communications department to come up with creative online campaigns (eg: crowdfunding, activist groups etc.)
- Reporting monthly on targets, achievements and strategies

Required experience and skills:

At least 2 years of work experience in related roles.

The following experience and skills would be ideal:

- Proven strong track record in fundraising, marketing or business development
- Interest in or knowledge of the environmental and sustainable development space
- Goal oriented
- Not afraid to pick up the phone and go out and meet people – this is NB, email is not always a good communication method.
- Experience in and knowledge of the fundraising sector (or a fast learner with a keen interest)
- Excellent initiative and an ability to create and activate projects without too much direction
- Ability to drive and motivate others
- Well-developed writing (particularly proposal writing) and communication skills
- Strong presentation and networking skills
- Excellent organizational skills including a good knowledge of excel
- A creative mind and flexible attitude

Other requirements:

- Valid South African ID or valid work permit if not South African
- Based in (or willing to move to) Cape Town
- Able to travel and work outside normal working hours when necessary
- Valid drivers licence and own transport

Helpful skills:

- Knowledge of Google Drive
- Excel wizardry

Remuneration:

Negotiable depending on experience. Possibility to pay retainer plus commissions or create incentive plans. Starting average approx. in R12 000 to R20 000 range depending on experience in the field. Please note that Greenpop is a start up NPO. The salary will not be able to compete with fundraising roles in more established organisations (but the excitement certainly will). However, we believe we have room for growth and are looking for someone who is keen to grow with us in the long term. We have some large plans in the pipeline.

Start date: Ideally during July 2017 (slightly flexible but the sooner the better)

How to apply:

Please send the following two documents as attachments in one email to Lauren O'Donnell (lauren@greenpop.org) by **13 June 2017**

1. Application form - please answer the questions below and send your answers on a separate word document (numbered exactly according to the questions with the same headings)
2. Your CV

Application Form for Fundraising Manager at Greenpop

A) About you

1. Name
2. Describe yourself in less than 100 words focusing particularly on what skills you have that would be valuable for fundraising for Greenpop.

B) Situational question

1. *Bos Ice Tea plants 1 tree with Greenpop for every 2000 cans they sell! POD hotel plants 1 tree for each room booking they receive. Euphoria plants a tree for every new client they sign on.*
 - 1.1 Suggest 3 companies that you would approach if you got this role to start a 'Tree pledge' partnership (examples above) with Greenpop.
 - 1.2 Explain why you think your 3 suggested companies would want to partner with Greenpop?
 - 1.3 Explain how you would approach them and get to the right person.

C) Responses

1. **Email:**

Write your response to the following email which was sent to the Greenpop info box and was forwarded to your department:
Hi Greenpop team
I work for a tour operator mainly dealing with international group travel packages. I follow you on facebook and I recently came to the Platbos Reforest Fest, which I loved. I'd like to come up with a pitch for my director to see if we can get our company involved with you. Please let me know what ideas you have that I can present to my bos. She is a target-driven businesswoman so I'll need to present some strong ideas. I really want to get our company involved – let me know what you think?

D) Terms

Write 1 or 2 sentences on what the following terms/words/names mean to you or what you know about them:

1. Urban Greening
2. Enterprise development points
3. BEE
4. Inyathelo

E) Questions:

1. What do you think donors want in return for donating to an NPO?
2. Can you suggest one creative out-the-box idea for reporting to donors on projects (rather than just sending reports)
3. Tell us about 2 NPOs that you feel do their fundraising and communications exceptionally well and why (these can be international).
4. Please name 2 grants you think Greenpop would be eligible to apply for and explain why.

F) Motivation

1. Why do you think you would be a good fit for Greenpop (in general)?
2. Why do you think you would be particularly good at this fundraising role (described above)?
3. What appeals to you most about the role?
4. What is your expected salary range?

Thanks!

Please remember to create a separate word document with your answers (numbered exactly as above) and attach this with your CV in an email to lauren@greenpop.org by 13 June 2017