

## **GREENPEACE Australia Pacific**

### **JOB DESCRIPTION**

<b>Role:</b>	Growth Director
<b>Department:</b>	SMT
<b>Grade:</b>	1 (\$150,278.18 gross per annum + superannuation)
<b>Responsible to:</b>	CEO
<b>Direct Reports:</b>	Fundraising Manager
<b>Status:</b>	Permanent / Full-time

#### **Overall purpose of the role**

The Growth Director is responsible for driving the development, integration and operationalisation of new and improved methods of raising revenue that are sustainable and scalable. All such initiatives must be consistent with our Theory of Change, our Three Year Plan, our Brand, and in the context of our independence: the thing that makes us incorruptible.

You will champion innovation and good practice in revenue, lead on the design and experimentation with new products and processes, help successful products to be operationalised and integrated into Business as Usual (BAU), work with the Senior Management Team to identify new opportunities and learning, and foster an ambitious growth mindset in the organisation.

This role is responsible for investigating and exploring new channels for generating revenue to augment and further develop our existing sources: regular giving, one-off giving, major donors and trusts, planned giving and appeals.

#### **Organisation Environment - Greenpeace Mission**

Greenpeace is an independent campaigning organisation which uses non-violent, creative confrontation to expose global environmental problems and to drive toward the solutions which are essential to a green and peaceful future.

We ignite the shared economic, political, cultural and social power of people to win a just and healthy planet.

## **Key Relationships**

- Senior Management Team - currently constituted of the Chief Executive Officer, the Program Director, the Chief Operating Officer, and the Chief Technology Officer.
- Internal revenue generating staff
- Global Greenpeace peers (Engagement and Fundraising)
- Greenpeace Australia Pacific Board of Directors.

## **Main responsibilities**

### **General**

- Champion innovation and good practice in revenue generation and staff engagement
- Design and experiment with new products and processes
- Help successful products to be operationalised and integrated into BAU
- Work with the Senior Management Team to identify new opportunities and learnings
- Develop and maintain relationships with key external relationships and internal stakeholders
- Foster an ambitious growth mindset in the organisation.

### **Finances and Accountability**

- Set and manage the annual departmental budget and produce rolling reforecasts to ensure departmental budgets are achieved
- Ensure clear, accurate and consistent reporting and communication between departments, especially finance
- Set, monitor, and review KPIs for new projects.

### **Effective Leadership**

- As a member of the Senior Management Team help develop and execute the organisation's strategy and develop and maintain a positive and thriving work culture
- Contribute to the development of organisational policies and associated practices
- Ensure the successful implementation of organisation wide development projects and change management
- Demonstrate clear commitment to Greenpeace values.

### **Compliance with framework conditions**

- Abide by Greenpeace Australia Pacific employment policies as relevant (including but not limited to: The Code of Conduct and related Integrity policies; Workplace Health and Safety; risk management policies;
- Ensure that your personal or campaign activities will not bring Greenpeace into disrepute.

## **Competencies**

### **Organisational competencies**

- Professionalism and commitment, in particular high-quality planning and organising
- Achievement, in particular towards measurable objectives both individually and for Greenpeace
- Interpersonal relationship skills, in particular building constructive and long-term relationships with both internal and external parties
- Knowledge sharing
- Values diversity, in particular having a global mindset and cultural awareness
- Innovation, in particular considering the 'cutting-edge' core value of Greenpeace.

### **Functional competencies**

- Significant experience leading on growth in income generation at a high level in a relevant organisation, working closely with the senior management colleagues and supervising diverse staff
- Experience of working in large, complex organisations
- Knowledge of and commitment to all GPAP principles, policies and procedures including Human Resources, Equal Employment Opportunity (EEO) and Work Health and Safety.

### **Technical competencies**

- Expertise in developing high level plans for income generation and operational plans for delivering the strategy
- Experience in communication/marketing/public relations strategies as key tactics in revenue generation and growth development
- Strong ability to analyse, review and assess the operational details of fundraising marketing, and product development which contribute and determine the overall success of the department
- Budget preparation, analysis and management
- Understand and apply product, marketing, growth and financial principles to improve business performance
- Understand the importance of robust business processes linking organisational and financial databases
- Focus on the achievement of financial targets and view issues in terms of investment, costs, return, markets and added values
- Develop and maintain management information systems for reporting on key fundraising business drivers
- Keep up-to-date with external factors impacting on the business environment
- Drive opportunities for business development.

### **Method related competencies**

- Communicate clearly both verbally and in writing. Able to communicate financial data clearly and transparently
- Present opinions logically, checking for understanding and encouraging open discussion and particularly engagement

- Network well and identify appropriate people (internally & externally) with whom to communicate
- Tailor the message to fit needs of specific audiences through market segmentation and other means
- Able to represent the organisation externally
- Commit to achieving targets and taking personal accountability for success
- Act on own initiative and working effectively under own direction
- Make prompt, clear decisions that may involve tough choices or considered risks for the organisation
- Concentrate on the end goal and stopping practices that do not have the required return on investment
- Project manage key initiatives including initiation, evaluation and review
- Maintain research and development capability to ensure fundraising is continually evolving.

### **Social competencies**

- Excellent negotiation and interpersonal communication skills
- Develop effective working relationships and networks both internally and externally
- Sensitive to the needs of others and demonstrates interest in their views
- Diplomatic in difficult situations and inspires trust in others by treating all individuals in a fair and consistent manner
- Relate well to people of all backgrounds and cultures and adapts style accordingly.

### **Leadership competencies**

- Proven ability to think strategically
- Strongly collegiate and aid a sense of team spirit by encouraging cooperation and open communication
- Be proactive in relation to new approaches and alternative means in order to accomplish results.

### **Attitude**

- Identification with Greenpeace goals and belief in Greenpeace values.

### **Specific work environment**

- Based in Greenpeace Australia Pacific offices in Sydney.