



Applicant information pack

DEPUTY FUNDRAISING DIRECTOR, KEY RELATIONSHIPS

Closing date: Wednesday 6th November

Interviews: Thursday 21st November

GREENPEACE

In partnership with:

quarter5

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OUR ORGANISATION

Greenpeace is a movement of people who are passionate about defending the natural world from destruction. Our vision is a greener, healthier and more peaceful planet, one that can sustain life for generations to come.

We are independent. We don't accept any funding from governments, corporations or political parties – our work is funded by ordinary people. That means we are free to confront governments and corporations responsible for the destruction of the natural world and push for real change.

We do this by investigating, documenting and exposing the causes of environmental destruction. We work to bring about change by lobbying, consumer pressure and mobilising members of the general public. And we take peaceful direct action to protect our Earth and promote solutions for a green and peaceful future.

Greenpeace was founded in 1971 by a small group of concerned individuals, who set sail to Amchitka Island off the coast of Alaska to try and stop a US

nuclear weapons test. Their old fishing boat was called “The Greenpeace”. Today, Greenpeace is present in over 40 countries around the world. Our movement is growing every day and our commitment to realising our vision is as strong as ever.

We find ourselves at a pivotal point in human history now. Climate change is rapidly accelerating and we are feeling the effects of it ever more – in the changes to our air, sea levels and more extreme weather events. The need to act to protect our planet has never been so urgent, yet governments and corporations are still dragging their feet. Our mission is to promote radical changes and new solutions to the ways we live on this planet so that we can all call it home for generations to come.



Dave Birmingham raising the Greenpeace sail on the Phyllis Cormack in September 1971. © Greenpeace / Robert Keziere



DIVERSITY, INCLUSION AND ANTI-RACISM

Promoting diversity is at the forefront of what Greenpeace do and our focus doesn't stop at our staff. We are constantly striving to better diversity in all aspects of our organisation, through who we employ, the experiences we represent and the changes for which we campaign.

We recognise the value in having a diverse workforce, as well as the importance of creating equal opportunities for all. We welcome and encourage applications from people of all backgrounds. We select candidates based on how well they meet the criteria for the role and are committed to ensuring that applicants are treated fairly throughout the recruitment process.

To find out more about our commitment to diversity and inclusion, please visit [our website](#).

Equal opportunities form

Our equal opportunities monitoring form helps us to monitor the effectiveness of our Diversity and Inclusion Strategy at the recruitment stage. We would greatly appreciate it if you fill the form out as part of the application process. The form you complete is automatically separated from your application documents.

Applicants who require reasonable adjustments

If you have any specific requirements which would enable you to participate in the recruitment process more fully, in particular if these relate to a disability or access issue, please contact ed@quarterfive.co.uk as soon as possible. If you require the job pack in a different format, please get in touch and we will happily provide you with one.



There are many ways that we encourage and promote diversity and inclusion throughout Greenpeace UK.

- We have a **diversity and inclusion group** that explores issues related to diversity and inclusion, such as race, class, neurodiversity, disability, and LGBTQ+ Rights.
- All Greenpeace employees receive **Anti-oppression training**. We are striving to create an organisational culture that allows everyone to feel included, engaged and comfortable at work, and to contribute to the best of their ability.
- We have a range of **Staff-led groups** for people to safely discuss their experiences at Greenpeace. These include groups for people of colour, self-identifying women, people who identify as LGBTQ+, and people with ongoing health conditions, disabilities and different abilities.
- We publish our **gender pay gap information** in line with our strong commitment to equality, diversity and inclusion.

Further details on the above and more ways that we encourage and promote diversity and inclusion [here](#).

We are committed to dismantling systemic racism, creating a community of allies and empowering people of colour.

We are **committed to dismantling systemic racism**, creating a community of allies and empowering people of colour. One of our **Anti-Racism Plan objectives** is to proactively achieve stronger representation of Black people and people of colour, particularly within leadership positions.

We have therefore committed to interviewing people from diverse ethnic communities who meet the essential criteria for this role.

If you are from a diverse ethnic community, you meet the essential criteria and you would like to be considered for the role, please contact [**ed@quarterfive.co.uk**](mailto:ed@quarterfive.co.uk).

Your guaranteed interview application will only be shared with the Greenpeace UK recruiting manager and HR team.



FUNDRAISING CONTEXT

Our independence is essential to the effectiveness of our campaigns, which is why we refuse funding from corporations, political parties, governments, and the European Union.

We also rigorously screen large private donations to ensure they do not compromise our independence or campaign priorities.

Key Relationships Team

Our commitment to independence places a strong focus on the relationships we build with our donors.

The Key Relationships Team is central to this effort, working closely with programme colleagues to develop cases for support that secure long-term relationships generating

substantial funds from individual donors, trusts & foundations, and legacy giving.

Capital Campaign

A key focus of the Key Relationships Team is leading Greenpeace UK's contribution to an ambitious global capital campaign, which aims to raise £20 million by 2028.

This campaign will support the construction of a new Greenpeace ship and fund critical environmental initiatives.

It's an exciting opportunity to engage donors in a shared vision for global change. The Key Relationships Team is at the forefront of this campaign, managing existing donor relationships while actively seeking out new supporters to ensure the campaign's success.



THE ROLE

JOB TITLE	Deputy Fundraising Director, Key Relationships
TEAM	Fundraising
RESPONSIBLE TO	Fundraising Director
RESPONSIBLE FOR	12-person Key Relationships Team (see org chart overleaf)
SALARY	£66,192 - £72,576
CONTRACT	12-month fixed term contract / Full-time, open to part-time or compressed hours, no less than 80% FTE
LOCATION	Hybrid working, with minimum 2 days per week in Islington office
BENEFITS	You can find our full list of employee benefits here . Happy and well-supported staff are the key to Greenpeace's successes within the global environmental movement. To discuss flexible working options, please discuss with our recruitment partner, Ed Cherry at QuarterFive - see Application section below for contact details.

Greenpeace UK is seeking a strategic leader to oversee its Key Relationships Team, actively engage with Greenpeace's organisational leadership - contributing to key initiatives around inclusivity, anti-racism, and broader accountability - and lead the UK's 2025 contribution to the global capital campaign.

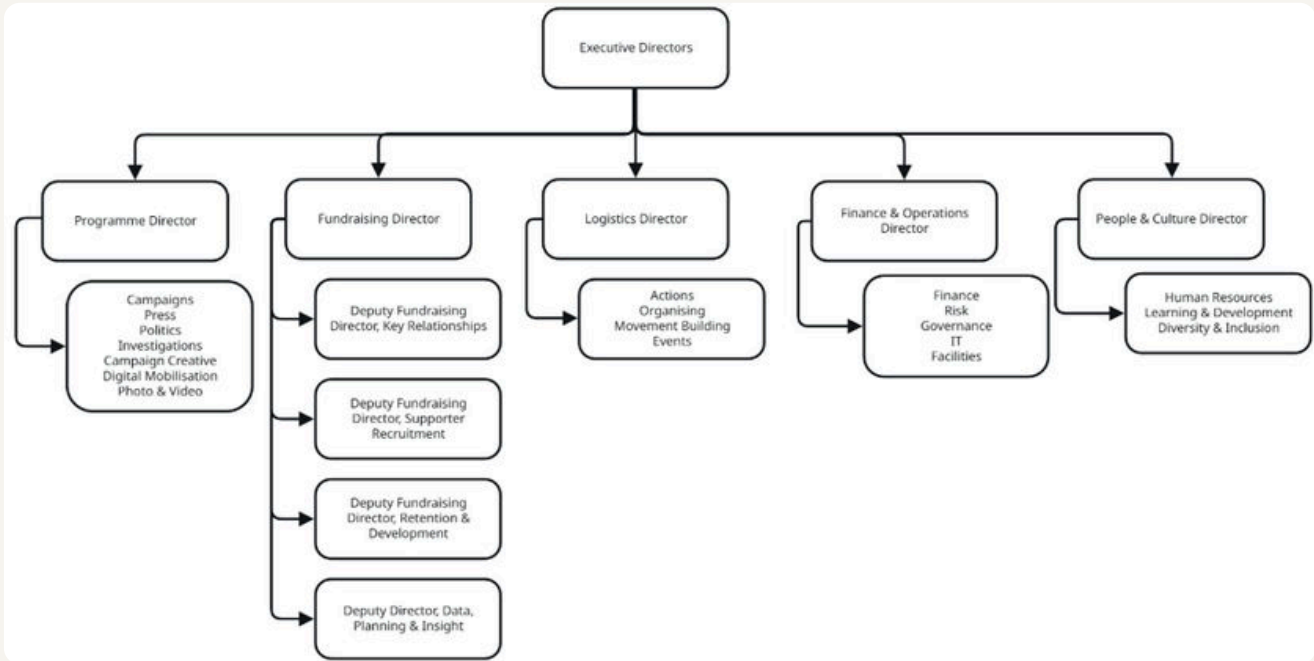
This unique, 12-month FTC role offers the opportunity to step into a leadership position at a pivotal time for Greenpeace UK's fundraising and capital campaign initiatives.

You will lead the Key Relationships Team, overseeing a portfolio responsible for raising c. £15.5 million annually, while playing a key role in delivering the UK's 2025 contribution to Greenpeace's global €100 million capital campaign.

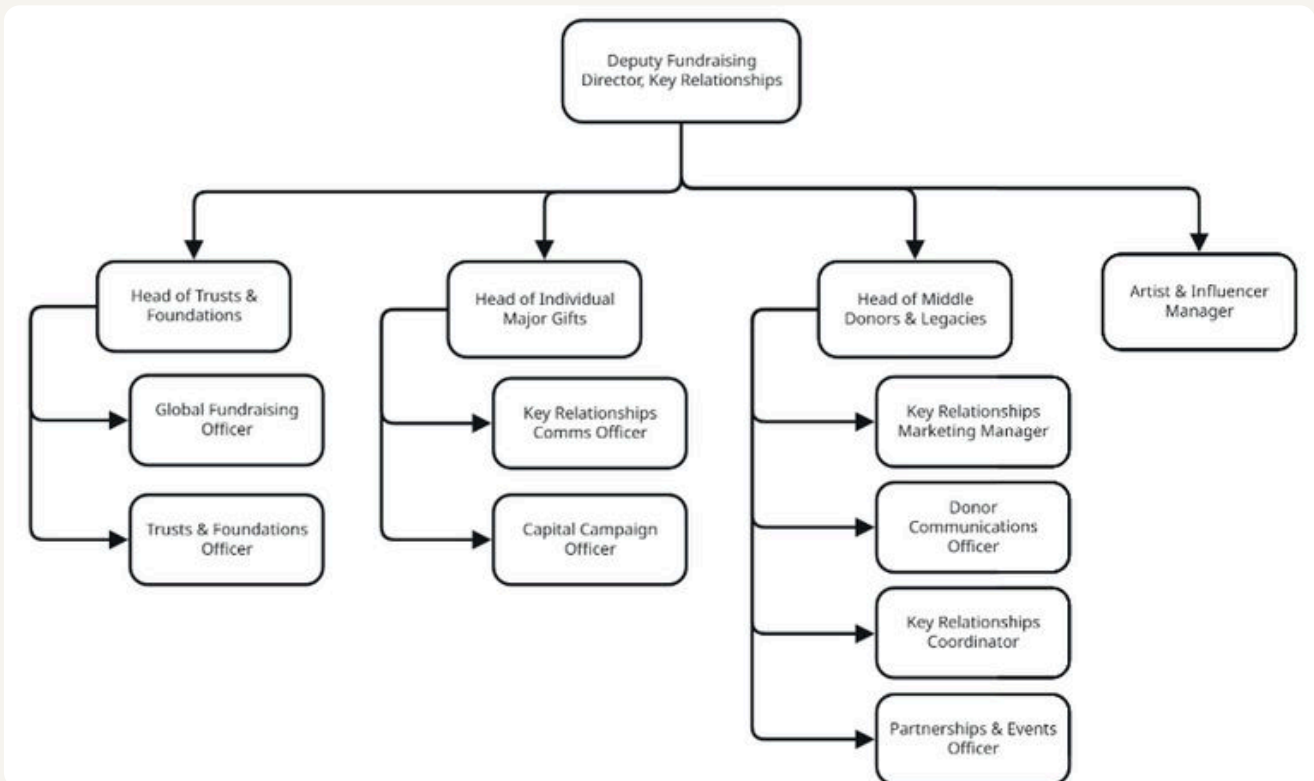
Your focus for this role will be on strategic oversight, team development, and cross-departmental collaboration. You will support the team in delivering their income targets, provide leadership, and ensure cohesive team collaboration. You will advocate for the team across the organisation, helping them access the resources and support needed to maintain their high performance.



SENIOR LEADERSHIP TEAM



FUNDRAISING TEAM, KEY RELATIONSHIPS



KEY RESPONSIBILITIES

Leadership, Collaboration, and Culture

- As a key senior leader within Greenpeace UK, you will work closely with internal stakeholders, including the Co-Executive Directors, Programme Director, and other senior leaders.
- You will play a key role in fostering collaboration between the fundraising and programme teams, ensuring a unified approach to delivering Greenpeace's ambitious goals.
- Your leadership will be essential in continuing the strong performance of the Key Relationships Team, advocating for their needs, and providing the strategic oversight needed to achieve success.

Organisational Leadership

- Play an active role in shaping Greenpeace UK's campaign strategies, ensuring they are engaging, fundable, and aligned with broader organisational objectives.
- Collaborate with programme leadership and campaign teams to create strong funding proposals that meet both Greenpeace's goals and funder needs.
- Provide strategic oversight for the UK's contribution to the ambitious global capital campaign to fund a new ship and global programme, targeting £4 million in 2025 as part of the overall £20 million UK target by 2028. This includes delivering a robust pipeline of major gift prospects and maintaining relationships with existing donors.
- Represent Greenpeace UK externally at high-level meetings, international gatherings, and with key stakeholders.
- Act as a strategic voice within the global Greenpeace network, deputising for the Fundraising Director when required, and ensuring alignment between fundraising strategies and global priorities.
- Model and promote Greenpeace UK's values, with a strong commitment to anti-racism and inclusive leadership across the organisation.
- Foster a collaborative and positive culture, contributing to overall organisational performance and leadership.



Fundraising Department Leadership

- Directly accountable for overseeing a key relationships income portfolio of c.£15.5 million across major donors, middle donors, and legacies.
- Oversee detailed financial forecasts, scenarios, and budgets for the key relationships portfolio, ensuring that Greenpeace UK remains on track to meet ambitious fundraising goals.
- Collaborate with senior leaders to develop investment cases that support future growth.
- Play an integral role in fostering a positive, inclusive, and high-performing departmental culture. This includes working to shared objectives, celebrating successes, learning from setbacks, and ensuring a strong sense of teamwork within and across departments.

Key Relationships - Team Leadership

- Provide leadership, direction, coaching, and support to the 12-person Key Relationships Team. You will provide strategic oversight and team management, and guide the team as they build and grow income from major donors, mid-level giving, trusts, and foundations.
- Lead the team in implementing a fundraising programme designed to meet the ambitious targets for major gifts (£9 million), mid-level giving (£700k), and legacies (£5.5 million). Ensure compliance with relevant fundraising legislation and best practices.
- Support the team in managing and cultivating senior relationships with external stakeholders and funders. This includes strategic oversight of stewardship and donor engagement strategies.
- Oversee the team's involvement in the global capital campaign, ensuring the UK's £4 million target for 2025 is met. Collaborate with global colleagues and external consultants to deliver against campaign objectives and cultivate new high-value donor relationships.
- Stay ahead of external trends in the charity sector, assessing opportunities and risks, and providing strategic recommendations to strengthen Greenpeace's fundraising efforts.



PERSON SPECIFICATION

Essential

- Extensive experience of establishing and sustaining relationships with senior-level external stakeholders and/or funders.
- Cross-organisational collaboration experience, with a proven ability to work effectively with senior internal stakeholders, driving collaboration and strategic alignment.
- A strategic leader with experience overseeing high-value income streams.
- Expertise in relationship fundraising and a proven track record of delivering six-figure income from high-value donors.
- Demonstrable experience of leading, managing, motivating, and inspiring high-performing teams, including managing managers.
- Strong budget management skills and experience delivering against financial targets.
- A commitment to diversity, inclusion, and anti-racism, with a willingness to continually learn and foster a positive and inclusive culture.

Desirable

- Capital campaign experience would be advantageous.
- Track record of securing seven-figure donations.
- Experience of overseeing legacy functions - public facing campaigns, prospecting, stewardship and administration.
- Ability and willingness to travel overseas for short periods, with occasional unsocial hours as required.
- Experience of overseeing a celebrity and key influencer function.





WHAT WE LOOK FOR

These are some key qualities we look for in staff members:

Passion and dedication are crucial when fighting for our planet, so we look for people who will be passionate about our campaigns.

Non-violent direct action (NVDA) – using peaceful protest to demand social and political change – is central to Greenpeace’s campaign work. All our staff are required to be trained in NVDA principles to gain a deeper understanding of this area of our work, although we recognise people’s autonomy in choosing to take action or not.

Greenpeace is an equal opportunities employer and we believe that a **diverse and inclusive culture** brings richness to an organisation. We look for people who support this value.

People who think and work collaboratively. Greenpeace produces the best work when a diverse team of thinkers, planners and doers come together to fight tirelessly to expose abuses of power.



EMPLOYEE BENEFITS

Employee benefits include:

- **25 days annual leave** for full time staff, with additional leave accrued according to length of service up to a maximum of 32 days.
- **A strong focus on staff wellbeing and work/life balance**, which includes an organisational ‘breather’ day once a month where the office closes with no expectations of output on these days
- **Office closure between Christmas and new year** normally occurs, and staff are not required to use annual leave to cover this period.
- **Employer pension contribution of 8.5% of basic salary**, provided employees contribute at least 3%.
- **Generous enhanced family and sickness leave** provisions subject to length of service
- **Interest free season ticket loan, or a tax efficient bicycle loan.**
- **Life assurance scheme** (4 x annual salary).
- **Employee Assistance Programme** that includes access to free confidential advice with a qualified counsellor.

Perks include:

- We have a **subsidised café** which serves healthy, organic vegetarian and vegan food for staff and visitors at a fraction of the cost of a typical Islington lunch.
- We run several **learning and development workshops** including building personal resilience, courageous conversations and managing mental health at work.
- If you would like to cycle or run to work, or take an active lunch break, we have **showers, lockers and a bike shed.**
- Employees also have access to a **free cycle maintenance workshop** held on site once a month.
- As an employee of Greenpeace, you can benefit from **4 hours of free cycle training** with our friends at Bikeability, to learn how to cycle more safely.
- We have several **bikes that staff can borrow** to attend the training and also to commute to work.
- We provide a **free weekly yoga class** every Tuesday with an expert instructor covering a range of yoga practices.

HOW TO APPLY

Greenpeace UK are partnering with **Ed Cherry** at **QuarterFive** for this appointment.

For a confidential discussion of this role and support with your application, please contact Ed using the details below, ideally sending a copy of your latest CV.



ed@quarterfive.co.uk



07784 611811

The deadline for applications is **Wednesday 6th November 2024**.

If you have any specific requirements that would enable you to participate in the recruitment process more fully, particularly if these relate to a disability or access issue, please contact ed@quarterfive.co.uk as soon as possible. If you require the job pack in a different format, please get in touch and they will happily provide you with one.

QuarterFive: Equality, Diversity and Inclusion

QuarterFive and our clients know fundraising could better reflect the diverse backgrounds and experiences of the people the charity sector supports.

If you think you meet some of the criteria for a role and would like to discuss how your other experience might transfer, please ask us for a chat. We're here to support you.

Appointments will be made on merit alone and we will gladly make reasonable adjustments to always ensure a fair process.

QuarterFive's Equality, Diversity and Inclusion Policy can be found [here](#).





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This job pack has been created by QuarterFive, in collaboration with Greenpeace UK.

QuarterFive is a specialist agency for charities and NFPS. We provide clients with access to the best talent in the sector, and offer candidates expert support in securing their next role.