Terms of Reference

Sr. Officer, Corporate Partnerships and Fundraising [Karachi]

WWF-Pakistan

Department: Corporate Partnerships & Fundraising
Reporting to: Manager, Corporate Partnerships & Fundraising
Grade / Title: C2/ Sr. Officer CP&F
Duty Station: Regional Office [Karachi]
Employment Contract: Long-term/ one year
Work Week: 5 (Monday to Friday) Days - 40 hrs / week
Work Hours: 0830 hrs to 1715 hrs

Working Relationships

External Corporate donors, schools and universities, advertising agencies, individual donors
Internal WWF Network

Job Summary

The position shall be responsible for the fundraising efforts of WWF-Pakistan through corporate and individual donors in Karachi and adjoining areas. (S)he shall be required to maintain corporate donor liaison, seek potential corporate donors for conservation projects and ongoing fundraising campaigns and develop new initiatives to raise funds. The position will work towards creating a favourable image of WWF-Pakistan within the corporate sector by promoting its efforts and position on various conservation issues.

Duties and Responsibilities

1. Maintain donor liaison and keep a vigil for any potential partners in the corporate sector in light of their CSR (Corporate Social Responsibility) agenda;
2. Seek donors for the ongoing fundraising campaigns and develop new initiatives;
3. Work towards creating a favourable image of WWF-Pakistan within the corporate sector by promoting its efforts and position on various conservation issues. Enhance brand awareness through various marketing initiatives.
4. Engage corporate partners through innovative and mutually beneficial approaches. Increase corporate membership by identifying potential partners. Follow up to secure annual renewals.
5. Organize and attend events such as conferences, seminars, exhibitions and fun galas
6. Meet the annual fundraising TARGETS for the region within financial and budgetary constraints;
7. Work closely with other departments to develop project proposals and seek funding from corporate donors;
8. Write proposals and concept notes for sponsorship for fundraising campaigns.
9. Maintain record of all the expenses and income from activities.
10. Provide the necessary support to other regions as and when required.
Selection Criteria

Education, Experience & Working Knowledge

Bachelors or Masters degree in Business Administration, Economics, Marketing, Communications or any other related field;
At least 3 years relevant professional experience (preferably in the development sector);
Familiarity with the corporate sector and other businesses / associations in Pakistan;
Experience / expertise in proposal development & creative writing; Experience of working in a multicultural / multinational environment;

Skills & Attributes

Demonstrated ability to plan, schedule and budget initiatives.
Demonstrated ability to effectively work with people with different cultural backgrounds. Demonstrated experience in working with government, civil society and corporate sector;
Excellent communication skills; ability to communicate effectively with a broad range of individuals within and outside the WWF Network.
Excellent interpersonal skills (tact, diplomacy, discretion);
Superior English (reading, writing and speaking skills);
Exceptional presentation skills;
Problem-solving skills and results orientation;
Sensitivity to gender and other current social issues in Pakistan;
A vibrant and amicable personality;
Adheres to WWF’s values, which are: Passionate & Optimistic, Challenging & Inspiring, Credible & Accountable, and Persevering & Delivering Results.
Proficiency in the use of computer office applications on word processing, spread sheet and presentation;

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