
WildAid Position Description

Position Title:	China Director of Development
Reporting To:	China Chief Representative
Location:	Beijing
Salary:	TBD

MISSION STATEMENT

WildAid's mission is to end the illegal wildlife trade in our lifetimes by reducing demand in consuming countries and increasing public and political will in range states through public awareness campaigns and providing comprehensive marine protection.

THE ORGANIZATION

The illegal wildlife trade is estimated to be worth over \$20 billion per year and has drastically reduced many wildlife populations around the world. Every year, hundreds of millions of dollars are spent protecting animals in the wild, yet virtually nothing is spent on stemming the demand for wildlife parts and products. WildAid is the only organization focused on reducing the demand for these products, with the simple message: *when the buying stops, the killing can too.*

Established in 1999, WildAid has grown into the leading environmental communicator. Headquartered in San Francisco, WildAid's [work](#) spans over 80 countries, with regional offices in mainland China, Hong Kong, Vietnam, Thailand, Taiwan, UK, Tanzania and Uganda. With an unrivaled portfolio of celebrity ambassadors and global network of media partners, WildAid is able to deliver high-impact, culturally-sensitive multimedia campaigns, leveraging an \$11 million budget to almost \$230 million in pro-bono media support, and reaching hundreds of millions of people every week.

Currently, WildAid reaches over 1 billion consumers across 35 different media platforms through partnerships with over 50 media outlets. To learn more about WildAid, please visit www.wildaid.org.

KEY PRIORITIES

Reporting to the China Chief Representative, the China Director of Development will be based in Beijing in the WildAid China office. The Director's primary responsibility will be developing high level relationships with strategic partners capable of supporting and financing ongoing joint programs. The Director will also represent WildAid with government entities and at public functions and events, and will manage WildAid staff when the Chief Rep is unavailable.

Primary Responsibilities:

- With the China Chief Rep and US staff, identify, contact and build relationships with potential strategic partners and institutional funders in China, including both Chinese organizations and the Chinese offices of overseas funding organizations.
- Work with US and China program staff to develop, present, and close proposals for co-financed programs in China, including wildlife, climate, and marine programs.
- Identify and build relationships with potential individual major donors in China.
- Manage WildAid China relationships with fundraising foundations and other sources of potential funding in China.
- Represent WildAid China at public forums and events.

Additional Responsibilities:

- Support US and China teams in building and maintaining government relationships with entities who can support and strengthen WildAid programs going forward, including the Ministry of Health, NDRC, Ministry of Environmental Protection, National Forestry and Grasslands Administration (former SFA) and other appropriate government agencies.
- Support the Chief Representative as needed in managing local staff and the WildAid China office.

KEY COMPETENCIES & IDEAL PROFILE

We seek an innovative, resourceful go-getter, who is experienced in developing relationships and raising programmatic funds in China. S/he will be a highly-organized, multi-tasking, entrepreneurial self-starter with excellent presentation and relationship skills. This individual will be inspired by the opportunity to play a pivotal role in WildAid's efforts to end the illegal wildlife trade.

The Director will have excellent spoken and written English. They should have a passion for WildAid's mission, excellent communication skills, experience in Western-style management and the highest ethical standards. The successful candidate will bring creativity and resourcefulness to build WildAid's China presence. This role is both strategic and hands-on in nature and involves working with government and partner funders, preparing proposals and reports and developing new partnerships.

Ideal candidates will have five or more years of increasingly responsible roles in building strategic partnerships, development, or fundraising in China, preferably at a fast-paced, growth-oriented

organization. S/he preferably has knowledge of conservation in China and experience in working with government entities and funding organizations. Familiarity with environmental advocacy and wildlife protection programs will be an asset. Candidates should be highly driven, presentable, professional and organized.

WildAid is a small, lean, and growing organization. All staff members must be comfortable in an entrepreneurial, start-up culture. Strong project management skills and the ability to prioritize multiple, often competing demands is critical. The successful candidate must be able to work very independently without a great deal of supervision. S/he must also have excellent interpersonal skills to influence and collaborate with staff, volunteers, and pro bono partners.

MINIMUM QUALIFICATIONS

The candidate should have a minimum of five years related work experience. Excellent writing and editing skills, experience in new media are useful. Personal qualities of integrity and dedication to WildAid's mission are important. A Bachelor's degree in marketing, communications, public relations, journalism, or a related field is desirable.

APPLICATION PROCEDURE

WildAid is an equal opportunity employer and all qualified candidates are encouraged to apply. For immediate consideration, please address a cover letter and resume to Steve Blake at blake@wildaid.org