

# WILDAID

## Job Description

### Director of Partnerships and Institutional Fundraising

WildAid is a growing unique and dynamic global wildlife conservation non-profit based in San Francisco. With a \$13 million annual budget, WildAid leverages over US\$200 million in donated media placement and has received a perfect 100 score and Four Star rating from Charity Navigator. Its campaigns have contributed to an 80% decline in shark fin imports to China and an estimated 75% reduction in ivory and rhino horn prices in China and Vietnam, as well as China's ivory ban and a host of other conservation successes.

Established in 1999, WildAid's mission is to end the illegal wildlife trade in our lifetimes. While most wildlife conservation groups focus on protecting animals from poaching, WildAid pioneered demand reduction in conservation and works to reduce global consumption of wildlife products by persuading consumers not to buy them. With an unrivaled portfolio of celebrity ambassadors and a global network of media partners, WildAid is able to deliver high-impact, culturally sensitive multimedia campaigns reaching hundreds of millions of people every week by leveraging donated media space. We also promote conservation to people across Africa through local ambassadors and combat climate change with campaigns to reduce meat consumption and promote lower carbon transport in China. Our expanding marine program strengthens marine protected areas around the world.

Reporting to the CEO, the Director of Partnerships and Institutional Fundraising will lead the growth of partnerships with other NGOs, governments and multilateral institutions. In the past WildAid has been primarily supported by West Coast foundations and major donors and we wish to develop more NGO partnerships, more support from East Coast foundations, and increased granting from governmental and multilateral institutions.

NGO partners – we have partnered successfully with a broad array of fellow NGOs such as AWF, WWF, CI, TNC, Nat Geo, but would like to expand this aspect especially in marine protection and ocean conservation. This usually involves WildAid implementation and match funding.

Governments – we have been funded by US Fish and Wildlife, State Department and US AID and DEFRA and would like to further expand that funding for Africa and marine reserves.

Multilaterals – we have interest from several international multilateral institutions for communications work and wish to develop more support for marine programs.

Foundations – WildAid has broad support from foundations, but needs to develop relations with more, including foundations that support climate and marine program work.

This role is both strategic and hands-on and will evolve as it develops. Initially focusing on partnership development and outreach to new donors it will evolve into more managerial responsibility for fulfillment as the new partnership prospects have been explored, and potentially supervising other areas of fundraising. With the CEO, CPO, and COO, the Director will be a member of the senior management team initially focusing on outreach and expansion followed by increasing management responsibility as the partnerships are formed and implemented. The Director will work closely with CPO, Marine and Climate Directors in developing new support. It will involve extensive East Coast travel and some travel internationally to WildAid projects globally.

### **Primary Duties and Responsibilities**

- Develop key relationships with WildAid program leaders.
- Maintain a landscape of potential partners and develop new leads.
- Work with Program staff to develop proposals and provide reporting and promotional materials to partners.
- After the initial expansion, take on a broader development management role overseeing other aspects of WildAid's development program.

### **Key Competencies & Ideal Profile**

We seek a dynamic, entrepreneurial self-starter with extensive international conservation knowledge and network within the conservation organizational and funding community.

This individual will be able to speak knowledgeably and persuasively about conservation issues and programs. They will most likely have worked for a much larger NGO and are inspired by the challenge and opportunity to work in a smaller faster-moving institution and be part of a small leadership team.

All staff members must be comfortable in an entrepreneurial culture. Strong project management skills and the ability to prioritize multiple, often competing demands are critical. The successful candidate must be able to work independently without a great deal of supervision. They must also have excellent interpersonal skills to influence and collaborate with partners.

### **Minimum Qualifications**

- Bachelor's degree
- Minimum 20 years in conservation working in increasingly responsible roles with NGOs, governments, multilaterals and foundations
- Experience working internationally
- Demonstrated experience in creating partnerships
- Broad knowledge of fundraising techniques
- Grant-writing experience
- Excellent writing and editing skills
- Experience successfully managing a team
- Strong verbal communication skills
- Experience in public speaking
- Ability to work independently and as part of a team
- Highly-organized multi-tasker

### **Location**

San Francisco, California with extensive East Coast travel (in year 1 especially) and some international travel to programs.