



Position Brief
Chief Development Officer,
USA
Animals Asia

March 2023





Chief Development Officer, USA



Join the family ... be part of the end game

Contents

Our Vision & Mission	3
Letter from Global Partnerships Director	4
The Role	4
Person Specification	8
Conditions and Benefits	9
Animals Asia Culture – a few words from the team	10



About Us

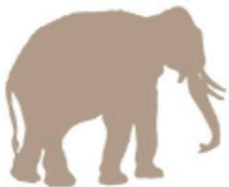
Our Vision & Mission

To end cruelty and restore respect for all animals throughout Asia.

Our mission is to end the farming of bears for bile in Vietnam and China, provide sanctuary for bears, end the suffering of wild animals in captivity and ensure humane treatment of cats and dogs.

OUR VALUES

The welfare of all animals is our first priority.



We are responsible guardians of the animals under our care



We are committed to responsible stewardship of donor funds.



We strive to find compassionate solutions that benefit people as well as animals.



We act ethically, responsibly and fairly in all our dealings.



Letter from Director of Global Partnerships

Animals Asia is a progressive, dynamic and global organisation making great advances in animal welfare across China and Vietnam. If you are looking for a career move that will enable you to play a key role in creating significant, lasting change for animals in Asia you will be excited about working here.

In 1998, we set out with a primary goal of ending bear bile farming – a horrific trade that is arguably the world’s cruellest form of animal abuse. In 2017, Animals Asia signed a Memorandum of Understanding (MOU) with the Vietnamese Government to end bear bile farming in the country once and for all. Since then, the Foundation has been working hard to create the road map to make that happen. This year, we are building our second sanctuary in Vietnam, which will provide a forever home for every one of the country’s remaining bile bears. The sooner we can build it – the faster we can bring them home. We need you to help raise funds to build the sanctuary and rescue the bears.

Animals Asia is also leading the way in ending the elephant riding trade. Again in collaboration with the Vietnamese Government and a wide range of partners, we are on a mission to establish new, kinder, more sustainable methods of tourism to free the animals from lives of pain and suffering.

Donors love Animals Asia because we deliver on our promises and create transformational change for animals. Donors can watch in real-time as we rescue animals and transport them back to our world-class sanctuaries, or they can join webinars with our inspirational Founder Jill Robinson as she brings them up to date on how we are achieving sustainable and systemic change through our trademark collaborative approach with local communities and Governments. Our program team works seamlessly and collaboratively with our fundraisers – they are as enthusiastic about fundraising as we are about programs creating a fantastic ‘one team’ culture that really sets us apart.

We have invested significantly in our fundraising over the last two years, doubling our income. You will work closely with our international colleagues bringing together exceptional talent from Australia, Europe, Asia and the UK to develop exciting, data-led growth strategies. You will be supported with a range of first-class fundraising resources, including case for support development, profiling, screening, and insights reporting.

All of this, coupled with your experience and inherent drive and ambition, will set you up to exploit our potential and achieve amazing results for the Foundation, the donors, and most importantly, the animals. This role is an opportunity for somebody to create that special donor journey and with it, a chance to work with a motivated donor pool to make their mark in a growing team.

You will love major gift fundraising as much as you love animals – and your track record of great results will demonstrate that. I look forward to hearing from you.

The Role

As Chief Development Officer for the US, you will be responsible for identifying, qualifying, cultivating and soliciting all high-net-worth individual (HNWI) relationships across the USA to raise significant revenue for Animals Asia. Reporting to the Global Head of Philanthropy this is a crucial role in a small, ambitious team in which you will be responsible for strategic development as well as day to day management and delivery of the program.

Your goal will be to increase the return from our Major Donor pool with a particular focus on increasing the number of six and seven-figure gifts, ideally through multi-year partnerships.

As a member of the Global Partnerships team, you will deputise for philanthropy managers around the world as required, and share your broad experience and add value to the wider team.

The philanthropy team's priorities are to secure multi-year five, six and seven figure gifts through:

- Identifying, acquiring, engaging, stewarding and recognizing major gift donors through a strategic, respectful and coordinated approach to fundraising which aligns donor interest with the organisation's priorities.
- Developing and inspiring a culture of philanthropy across the organization, supported by tools, information and advice to enable and empower others within (including our board) to secure financial support.
- Prepare and deliver compelling proposals, cases for support and supporting collateral to inspire financial support.
- Develop and implement inspiring campaigns and activities which strategically develops and nurtures relationships with key individuals to qualify and move supporters through the donor development cycle towards achieving outcomes sought.

Strategy, Planning and Regulation

You will:

- Be responsible for the development and implementation of an ambitious, pro-active, strategic and co-ordinated philanthropy program to secure multi-year five, six and seven figure gifts for Animals Asia's critical projects.

- Using a data insight lead approach, undertake an audit of current activity across your income stream to identify opportunities for growth.
- Create a 3 year growth strategy across the HNW relationship income stream which supports the charity's immediate needs and maximises the long term opportunities.
- Manage a portfolio of current and prospective donors with the aim of attracting and retaining philanthropic support through a donor centred approach.
- Take the lead to ensure that Animals Asia is compliant with all relevant regulations in relation to Major Donors in the USA.
- Support the Global Head of Philanthropy in the strategic development of the wider strategy as required.
- Work collaboratively with the wider Global Partnerships team to maximize networks and uplift in income.

Prospecting and Research

You will:

- Research, manage, and develop existing and potential donor profiles.
- Qualify all existing donors and potential prospects using the Animals Asia qualification scoring system to manage and prioritise relationships.
- Continuously prospect research to identify new leads to support future growth for the Philanthropy program.

Donor Stewardship and Relationship Management

You will:

- Facilitate communication and further relationships between Animals Asia and donors and potential supporters for mutual benefit, with the aim of securing funds.
- Develop proposals and cases for support, and negotiate donations with prospective donors in order to achieve fundraising financial and activity KPI's.
- Manage strategic donor communications and interactions according to donor management and stewardship plans.

- Through exceptional donor stewardship, provide highlights, engaging fundraising stories and impact on the donors giving.
- Effectively and accurately utilise the organisational CRM (database) to record, monitor, retrieve and report information.
- Work closely with the Global Head of Philanthropy and global colleagues to find engaging, exciting funding propositions including solutions to generate unrestricted income and multi-year gifts.
- Find innovative ways to engage supporters who are unable to visit the projects in Asia.
- Provide support and briefings to the CEO and Directors, ensuring they are well prepared for all Major Donor activity. Work collaboratively with them to develop key relationships.

Continuous Improvement

You will:

- Contribute to the on-going review, development and implementation of changes to improve the productivity and efficiency of Animals Asia.
- Help drive and develop philanthropy learning and expertise in Animals Asia.
- Fully participate in staff training and performance and development appraisal process to assist in the achievement of Animals Asia objectives and mission.

Other

You will:

- Continuously look for opportunities to promote and advocate Animals Asia to the general public.
- Follow established Animals Asia procedures and policies.
- Be prepared for some international travel on occasion.

The Ideal Candidate	
This Position Description outlines the major accountabilities / responsibilities.	
Skills / Abilities / Experience <ul style="list-style-type: none"> • Proven track record nurturing enduring philanthropic relationships and experience 'making the ask' resulting in securing five, six and seven figure gifts as well as demonstrated experience in providing excellent donor care. • Demonstrated ability to develop and deliver on both income and activity based KPI's and the demonstrated ability to negotiate and articulate a case for support that results in attracting philanthropic income. • Demonstrated project management and time management skills including the ability to set priorities and work to tight deadlines as well as significant attention to detail, strong analytical skills and demonstrated instances in which innovation, initiative and judgement have been used to success. • Highly developed written and verbal communication skills and demonstrated experience developing presentations, reports, philanthropic cases for support and submissions which have led to securing significant philanthropic income. • Commitment to continuous improvement and ability to work flexibly, independently and as an effective team member whilst maintaining high levels of sensitivity and confidentiality at all times. • Strong financial management skills and the ability to build and manage budgets effectively • Ability to work outside normal work hours and travel domestically / internationally. • A passion for animal welfare 	Essential (E) / Desirable (D)
Knowledge <ul style="list-style-type: none"> • Know how to carry out prospect research and qualify donors. • Understand and apply targeted strategies to engage internal and external stakeholders. • Have a demonstrated track record of cultivating a donor relationship from qualification through to making an ask. 	
Education / Qualification <ul style="list-style-type: none"> • Has completed an undergraduate or post graduate qualification. • Has at least 5 years of soliciting major gifts in a non-profit organisation. 	

Conditions and Benefits	
Place of work	Home based,
Salary	<p>\$150K-\$200K</p> <p>Candidates that fully meet the person specification will start at the higher end of the scale. Candidates that partially meet the specification may be considered and would receive a starting package that combines training and salary</p>
Working hours	<p>Full time – standard hours are 37.5 hours per week from 9am to 5pm Monday to Friday with a 30 minute unpaid lunch break</p> <p>You will be required to work flexibly, as necessary to fulfil your role, which may include some early mornings, evenings and weekends. You will be expected to manage your hours, responsibilities and workload accordingly.</p>
Reports to	Global Head of Philanthropy
*Manages	Dependent on there being a pipeline to warrant additional capacity.
Budget responsibility	Income & expenditure for US programme
Probation	The appointment will be subject to the satisfactory completion of a six month probationary period
Annual leave	<p>Initially 24 days per year plus all public holidays as per your home state.</p> <p><i>You will also be entitled to one extra day's leave for every year of service after 2 years, up to a maximum of 4 days.</i></p> <p>The holiday year runs from January 1st to December 31st</p>
Other benefits	Flexible working conditions



Animals Asia Culture – a few words from the team

“I’ve worked for many different organisations over the years and Animals Asia really stands out for its caring and supportive culture, both among staff and the communities we work with. Jill Robinson, our amazing founder and CEO, has a lot to do with this. And I think it’s because of this culture and Jill’s strong, kind leadership, that we’re able to achieve so much for the animals.”

- Angela Leary, Senior Writer, Hong Kong

“Animals Asia really does what they say on tin by drastically improving the lives of thousands of animals throughout Asia. And getting to be a part of that is what gets me out of bed in the morning. I’ve been here for over two years and can honestly say my colleagues all around the world are the most dedicated, compassionate and supportive people I’ve ever worked with. There’s a real caring culture here and that extends outwards in our work with local communities in Asia. I admire that we work with people to inspire change, rather than against them. As Animals Asia continues to go from strength to strength, this really is such an incredibly exciting time to join.”

- Nicola Streak, Digital Fundraising Executive, UK

“Almost immediately I felt like part of a very caring global family, caring for the animals and for each other. Despite the miles, I feel really close to my colleagues around the world, which is so exciting. I get to feel as though I’m on the frontlines of animal welfare, so I can really appreciate the outcomes of my work. It’s amazing to be part of an organisation that really lives its values and is amazingly effective and inspiring. And our bear bosses make every day one to get excited about.”

- Alastair Lubbock, Senior Content Manager, UK

"I've worked a lot of jobs in my life, but none have ever given me such a sense of belonging than my family here at Animals Asia. Never have I been so excited to go to work each day and never have I met a group of such inspiring, passionate and caring individuals. Working for this charity fills me with so much pride, and I can't wait to see what the future brings and the change we will all make together."

- Lianne Ottewell, Global Supporter Care Manager, UK

"Animals Asia does a really good job in changing people for the better and I'm a very lucky example of this. I've learned so much since I've been here and my points of view about animal welfare, environment and donor communication have been changed positively and for the better. Working here, I feel that I'm surrounded by kindness and passion. Lucky me!"

- Ngoc Chu Bich, Supporter Engagement Coordinator, Vietnam

To find out more please visit www.animalsasia.org

We look forward to hearing from you.



About Odgers Berndtson



Odgers Berndtson Executive Search is a leading global executive search firm, assisting private and public sector organizations find the highest caliber, people, for senior management appointments across North America and internationally.

Our reputation at the top of the executive search profession is over 50 years old. With offices in over 60 cities worldwide, our experienced executive search specialists operate with absolute discretion, integrity, and care, and are expert in finding exceptional individuals for challenging roles.

WE ARE GLOBAL

We have the support of an excellent international network of offices on the ground expanding across more than 30 countries globally.

Contact Information

Derek Wilkinson

Partner, Head of Not-for-Profit Practice

+1 202 320 2660

Derek.Wilkinson@odgersberndtson.com

Tristan Nelson

Consultant

+1 240 626 7395

Tristan.Nelson@odgersberndtson.com





■ ODGERS BERNDTSON

Odgers Berndtson
1100 Connecticut Avenue, NW,
Suite 800
Washington, D.C. 20036

<https://www.odgersberndtson.com/en-us>