



Applicant information pack

DEPUTY FUNDRAISING DIRECTOR, PUBLIC FUNDRAISING

Closing date: Wednesday 16th April

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 world where everyone has equal access to clean air, water, and energy; where the nature we love is protected, precious habitats are restored and communities are united by ambitious climate action.

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 clear: to halve emissions and restore biodiversity by the end of this decade in a fair and equitable way. Our **three-year plan** outlines how Greenpeace UK is going to play a vital role in getting there.



Dave Birmingham raising the Greenpeace sail on the Phyllis Cormack in September 1971.
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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, and have recently published **ambitious race representation targets**.

As part of our Guaranteed Interview Scheme, we are committed to interviewing people of colour who meet the essential criteria for this role.

If you are a person of colour, meet the essential criteria, and would like to be considered under this scheme, please contact 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.

To remain fearless and independent, we rely entirely on the generosity of our supporters - people who believe in a greener, more peaceful world and are willing to stand with us to make it happen.

Public Fundraising

Public Fundraising is Greenpeace UK's largest income stream, generating £20 million annually.

With a £5 million investment budget, we bring thousands of new supporters into our movement each year through digital-first acquisition, face-to-face fundraising, and targeted multi-channel engagement.

Our supporter journeys are bold, immersive, and built for action, ensuring people stay engaged long beyond their first donation.

This is an exciting moment for Greenpeace's fundraising. We're bringing together acquisition, retention, and development into a single, unified function, creating an approach that supports donors from first engagement to long-term activism and giving.

This is more than just a structural shift; it's an opportunity to rethink how we inspire and mobilise people, ensuring every supporter has an experience that is meaningful, compelling, and built to last.



THE ROLE

JOB TITLE	Deputy Fundraising Director, Public Fundraising
TEAM	Fundraising
RESPONSIBLE TO	Fundraising Director
RESPONSIBLE FOR	29-person Public Fundraising Team, 4 direct reports (see org chart overleaf)
SALARY	£67,656 to £74,184 (we normally offer a starting salary at the start of the range, progressing in annual increments)
CONTRACT	Permanent / Full-time, open to part-time or compressed hours, no less than 80% FTE
LOCATION	We support our staff to work from home up to 3 days a week, with 2 days a week working from our 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.

We are looking for an outstanding fundraising leader to develop and implement an ambitious public fundraising strategy, contributing to the delivery of Greenpeace UK's new 3-year organisational and fundraising strategies and objectives.

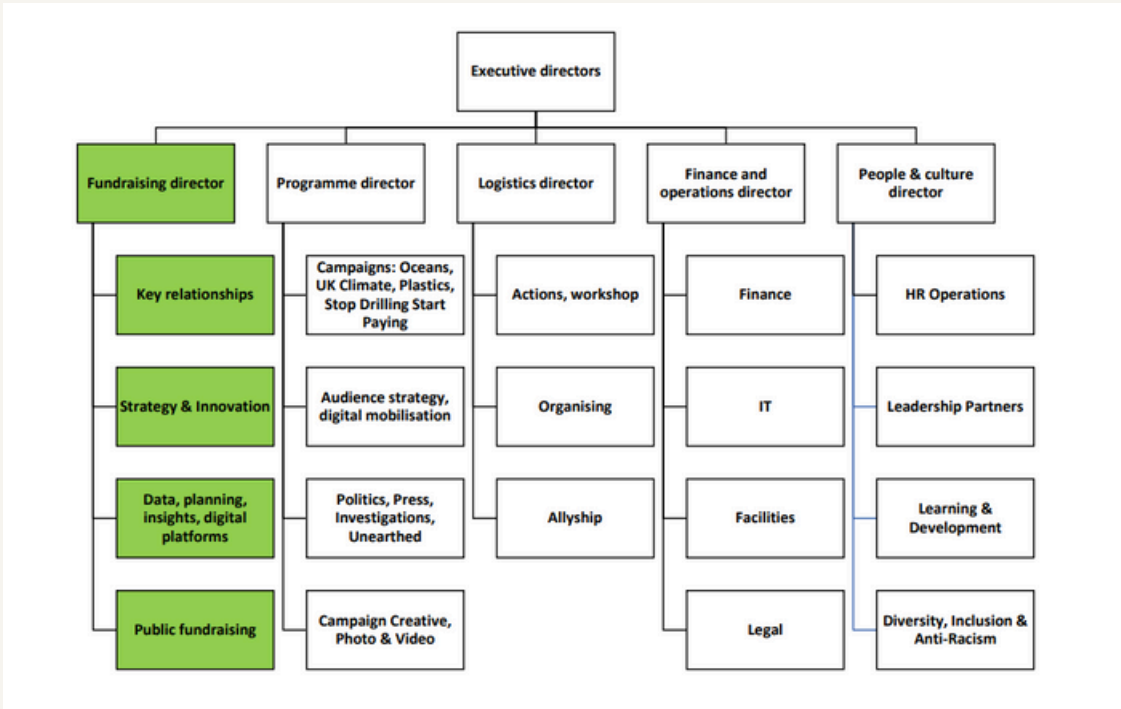
You will lead the high-performing recruitment, retention and development team, and work in partnership with colleagues across the organisation to stabilise and grow our supporter base, building our credibility and legitimacy and powering our campaign wins. You will be accountable for income streams generating over £20m p.a. and annual investment budgets of c.£5m.

This is a pivotal role at a critical time. With a new integrated model, you will embed a unified strategy that moves supporters from recruitment through retention and development, ensuring Greenpeace's largest income stream is sustainable, innovative, and high-performing.

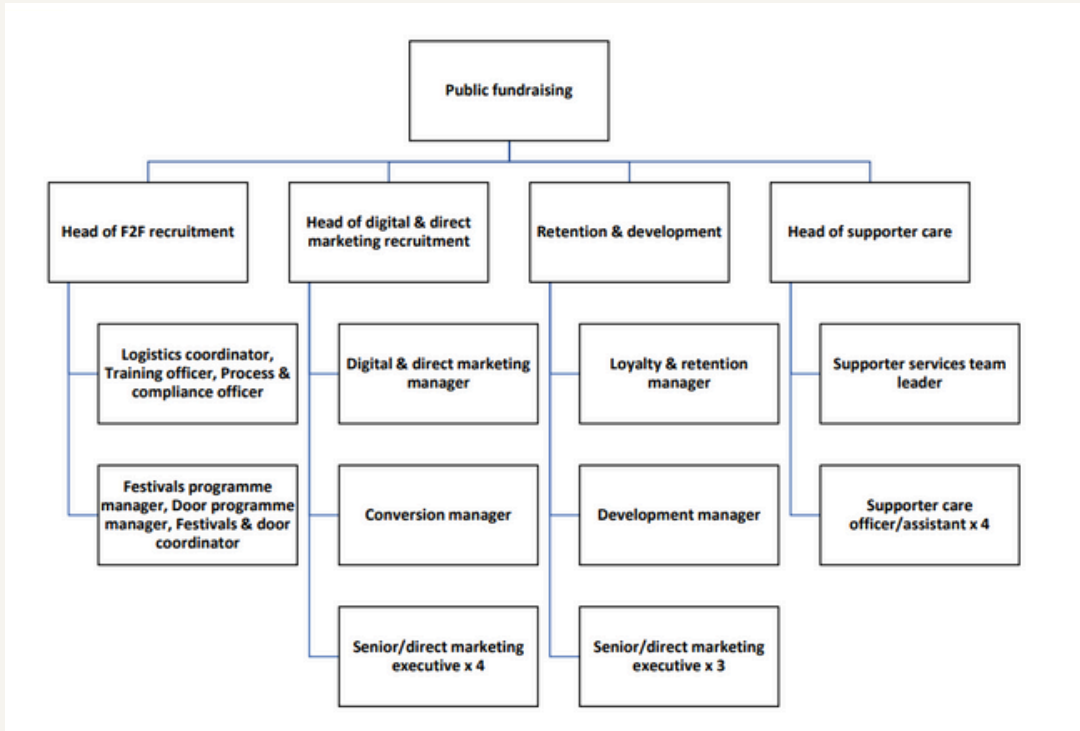
You'll be a visible and influential leader within the organisation, working closely with campaigns, mobilisation, and international colleagues to ensure Greenpeace's fundraising is aligned with wider supporter engagement strategies.



SENIOR LEADERSHIP TEAM



FUNDRAISING TEAM, PUBLIC FUNDRAISING



KEY RESPONSIBILITIES

Organisational Leadership

- Play an active role in shaping the development of Greenpeace UK's campaign strategies, plans and tactics, to ensure a strong, fundable programme portfolio that is engaging and relevant for new and existing supporter audiences
- Represent the organisation at a high level - attending external meetings, representing GPUK at international meetings, liaising with sector and movement allies as required, and deputising for the Fundraising Director on request
- Promoting, modelling and embedding high standards of management practice, as part of the collective senior leadership of the organisation
- Modelling and upholding Greenpeace UK's values including a commitment to, and visible practice of, anti-racism, anti-oppression and inclusive leadership

Fundraising Department Leadership

- Directly accountable for a public fundraising income portfolio of c.£20m p.a. across recruitment, retention and development income streams, with shared accountability for a fundraising income budget of £35m
- Lead the development and implementation of a strategy and plans for public fundraising, aligned with Greenpeace UK's new 3-year organisational and fundraising strategies and objectives
- Oversee the development of detailed financial forecasts, scenarios and budgets for the public fundraising portfolio to underpin fundraising strategies and investment opportunities
- Play an active role in fostering a positive, inclusive and collaborative department culture, role modelling working to shared objectives, celebrating success and learning from setbacks and failures
- Lead specific departmental and organisational projects and represent the fundraising department at a senior level as requested within Greenpeace UK and the global Greenpeace network



Public Fundraising Function Leadership

- Provide leadership, direction, coaching, support and line management to the team, ensuring the team is motivated and equipped to perform to high standards
- Lead the team in the planning, implementation and evaluation of a multi-channel public fundraising programme designed to recruit, develop and retain supporters to maximise their lifetime value through tailored supporter journeys and outstanding supporter experience
- Oversee strategic external partnerships to ensure our fundraising meets the highest standards and delivers value for money
- Champion best practice in fundraising and communications and ensure compliance with all relevant legislation and regulation, proactively managing and mitigating areas of risk
- Actively monitor external trends in the charity marketplace, in the UK and other markets, in order to assess challenges and opportunities and make relevant recommendations for the public fundraising programme at Greenpeace UK



PERSON SPECIFICATION

Professional Experience, Knowledge and Skills

- Extensive experience of fundraising/marketing to individuals at scale, with a proven track record of recruiting and retaining new supporters, members or customers in the tens of thousands and generating 7-8 figure revenue/income across multiple income streams
- Extensive experience of planning, forecasting and budgeting, including developing investment cases and modelling income, return on investment and lifetime value over short, mid and long term horizons to drive decision-making and investment choices
- An outstanding communicator with strong interpersonal skills and the ability to inspire, motivate and influence internally and externally
- Highly numerate and analytical with strategic decision making and problem solving skills
- Experience of developing, implementing, and adapting fundraising strategies that meet long-term financial objectives
- Proven ability to use data, analytics, and insights to drive decision-making, optimise fundraising performance, and improve supporter recruitment, retention and engagement
- Demonstrated ability to drive innovation and optimisation in fundraising approaches and to lead teams through periods of transformation and change, adapting to a dynamic fundraising environment
- Proven ability to take a holistic and strategic view across the whole supporter lifecycle, aligning strategies and plans to a single set of objectives designed to recruit, retain and develop supporters, and galvanising a team to deliver these
- Demonstrable experience of leading the design, delivery, measurement and ongoing improvement of supporter experience across the whole supporter lifecycle

Leadership and Management

- Ability to grasp and visibly champion the new strategy and direction of travel for the organisation and the fundraising department, as well as role-model the mindset and change needed to successfully deliver it



- Demonstrable experience of leading, managing, motivating and inspiring high performing multi-disciplinary teams including managing managers, with a focus on fostering a collaborative and inclusive culture
- Ability to take on the significant responsibilities of a senior leader and to be able to contribute as appropriate to achieve positive and decisive leadership
- Proven experience of building relationships of trust, working collaboratively and in close partnership with internal stakeholders to deliver joint outcomes
- Experience of managing multiple teams and ensuring effective communication between them and a wider organisation
- Ability to set and track high standards of work performance and goals which are result oriented
- Ability to inspire others, particularly in creative risk-taking and innovation
- Ability to deliver objectives and work in line with the organisation's values, and promote collective ownership of delivering the fundraising strategy and overall organisation mission

Personal Qualities

- A determination to defend nature, social justice and peace, as well as a commitment to Greenpeace's values of creative peaceful confrontation, direct action, non-violence, internationalism, inclusivity and independence
- A constructive disruptor who challenges the status quo and isn't satisfied with simply accepting what has been done in the past - you'll be able to identify the need for change, articulate a compelling vision and guide people to deliver it
- Ability to act decisively including in ambiguous contexts, and to adapt to a fast paced and continually changing environment
- Effective and positive team-player with a strong preference for collaboration
- A commitment to diversity, inclusion and anti-racism is essential, with a willingness to continually learn and foster a positive and inclusive culture
- Ability and willingness to travel overseas for short periods, and willingness to work occasional unsocial hours as required
- Must be interested in learning more about the principles of non-violent direct action (NVDA). All Greenpeace UK employees are required to take part in a NVDA training day.



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 16th April 2025**.

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.