



Applicant information pack

DEPUTY FUNDRAISING DIRECTOR, STRATEGY & INNOVATION

Closing date: Monday 21st April

GREENPEACE

In partnership with:

quarter5

CONTENTS

- 1 OUR ORGANISATION
- 2 DIVERSITY, INCLUSION AND ANTI-RACISM
- 4 CONTEXT
- 5 THE ROLE
- 6 ORGANISATION CHARTS
- 7 KEY RESPONSIBILITIES
- 9 PERSON SPECIFICATION
- 11 EMPLOYEE BENEFITS
- 12 HOW TO APPLY



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.
© Greenpeace / Robert Keziere

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.



CONTEXT

Greenpeace UK's fundraising is powered by creativity, boldness, and a commitment to independence.

Generating £35 million annually, our fundraising programme enables us to expose environmental destruction, hold corporations and governments accountable, and mobilise people for climate action— all without taking money from political parties or businesses.

Greenpeace has an appetite for risk-taking and experimentation. We move fast, think creatively, and embrace new ways to engage supporters.

To drive innovation across Greenpeace UK, we are making a long-term commitment to a dedicated fundraising innovation function, ensuring new ideas are developed with strategic intent, tested rigorously, and embedded effectively.

This new role will lead the development of fundraising innovation, ensuring the right frameworks, resources, and investment are in place to support our ambition to deliver eight new fundraising products over the next three years.

It will also oversee the implementation of Greenpeace UK's fundraising strategy, ensuring teams have the mechanisms, accountability, and alignment needed to deliver on shared objectives.

This is an exciting opportunity to shape the future of fundraising at Greenpeace UK, ensuring that innovation and strategy work hand in hand to drive sustainable growth, deepen supporter engagement, and maintain our campaigning independence.



THE ROLE

JOB TITLE	Deputy Fundraising Director, Strategy & Innovation
TEAM	Fundraising
RESPONSIBLE TO	Fundraising Director
RESPONSIBLE FOR	Fundraising Innovation Lead (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 a bold and strategic leader to take on this new role as part of our fundraising leadership team. This role will oversee the implementation and ongoing refinement of our new 3-year fundraising strategy, as well as develop and embed Greenpeace UK's model for fundraising innovation.

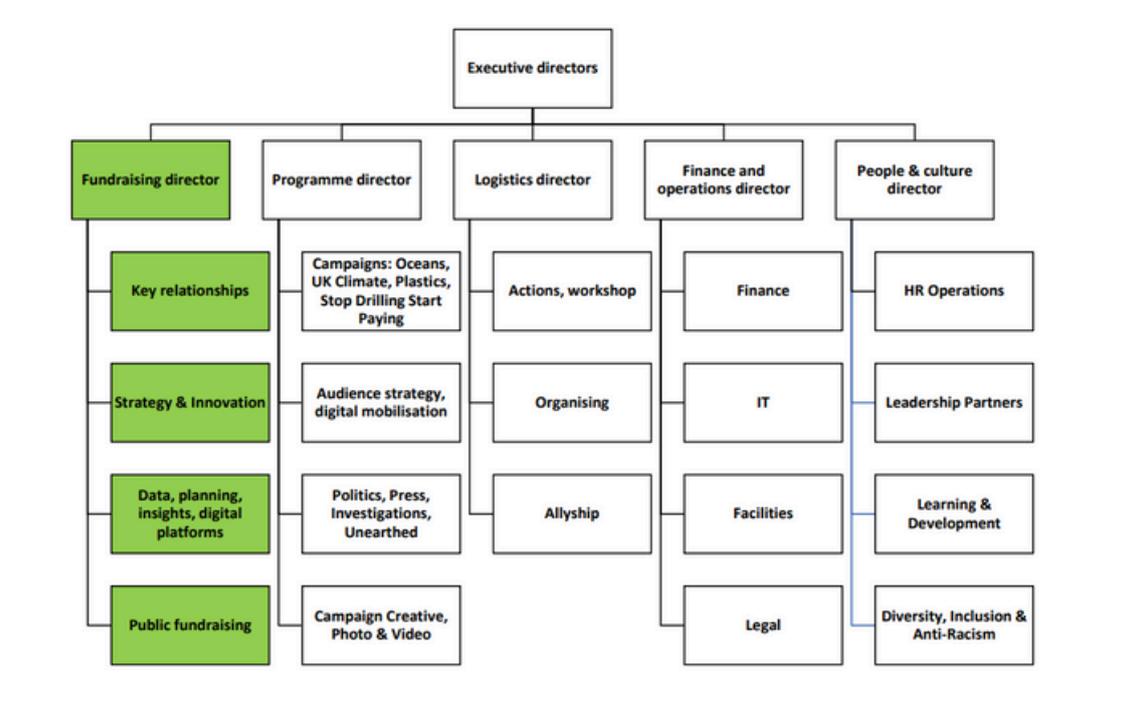
You will work with colleagues across the fundraising department and the wider organisation to embed a culture of innovation and strategic alignment, ensuring fundraising continues to grow and evolve. You'll be accountable for the fundraising innovation pipeline and investment, while sharing responsibility for a £35m fundraising income budget, driving forward new opportunities that enhance supporter engagement and income generation.

Crucially, this role is not just advisory—it is a key driver of integration and accountability. You will work through and with teams to ensure that strategy and innovation are fully embedded across the department, with collective ownership for delivering results. Working in close collaboration with fundraising leadership, you will ensure clear priorities, shared responsibility, and structured processes, enabling teams to deliver new fundraising initiatives with confidence and alignment.

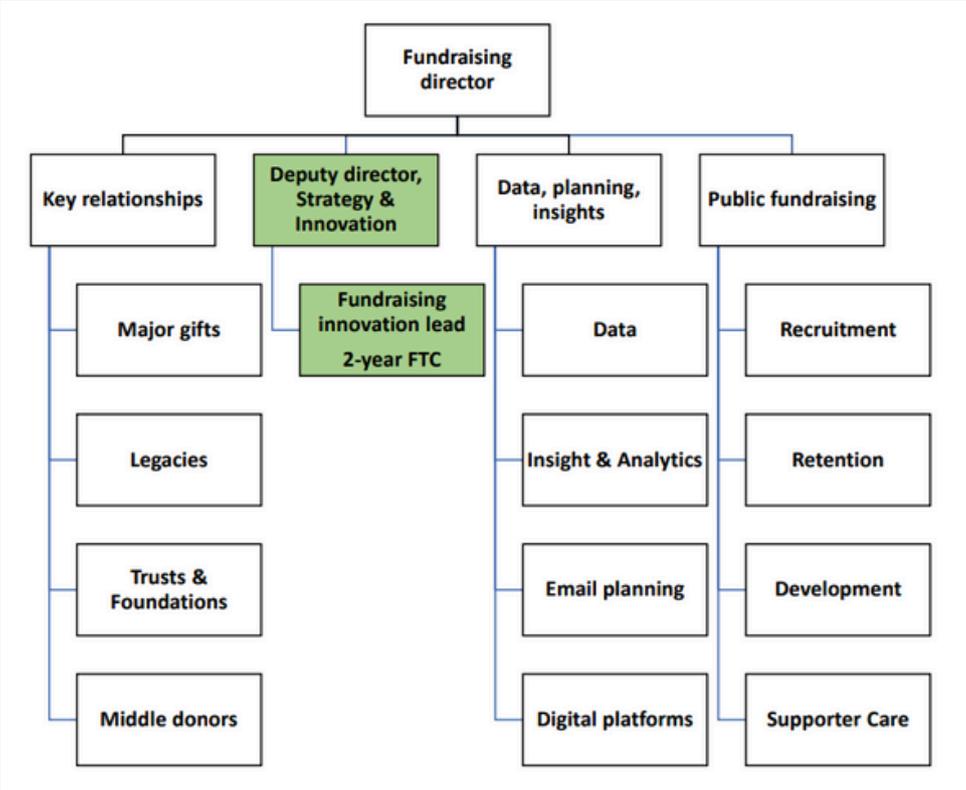
We're looking for a strategic mind, an experienced innovation leader, and a changemaker who is passionate about tackling the climate and nature crises.



SENIOR LEADERSHIP TEAM



INNOVATION TEAM



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 developing a fundraising innovation investment and income portfolio, with shared accountability for a fundraising income budget of £35m
- Lead the development, implementation, monitoring and ongoing refinement of Greenpeace UK's fundraising strategy, aligned with Greenpeace UK's new 3-year organisational strategies and objectives
- Provide strategic support and advice to the fundraising director and fundraising leadership team, leveraging your expertise to guide decision-making
- Support the development of financial forecasts, scenarios and budgets for the overall fundraising programme and identify fundraising and investment opportunities across the portfolio
- 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 on key departmental and organisational strategic initiatives and represent the fundraising department at a senior level as requested



Strategy and Innovation Function Leadership

- Proactively identify challenges and opportunities in the internal and external context as they arise, and make strategic recommendations as to how we might respond across the fundraising portfolio
- Work with senior colleagues across the fundraising department and the wider organisation to ensure ongoing alignment with organisational strategies and plans, both those developed by Greenpeace UK as well as across the wider Greenpeace network
- Lead the development and implementation of Greenpeace UK's model for fundraising innovation, including resourcing, setting innovation goals and priorities, budgets and KPIs, and frameworks for governance and new product development across all 3 innovation horizons
- Lead the development and oversight of our innovation pipeline and its prioritisation, build a culture that fosters innovation and grow the innovation and product development capability and expertise across the department
- Provide leadership, direction, coaching, support and line management to the team, ensuring the team is motivated and equipped to perform to high standards
- Identify and manage strategic external partnerships to support our fundraising and innovation goals as well as 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 fundraising programme at Greenpeace UK



PERSON SPECIFICATION

Professional Experience, Knowledge and Skills

- A solid understanding of various fundraising disciplines, as well as the key principles of supporter engagement and experience, achieved through operating at a senior level in a busy fundraising team
- Strong working knowledge of new product development, innovation methodologies and fundraising to deliver supporter focused propositions in a range of contexts
- A strong planner and strategic thinker, with proven experience of developing, guiding and implementing strategy at department and cross-organisation level
- 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
- An outstanding communicator with strong interpersonal skills and the ability to build relationships with a diverse range of stakeholders, inspire, motivate and influence decision-making
- Highly numerate and analytical with the ability to analyse data and identify trends

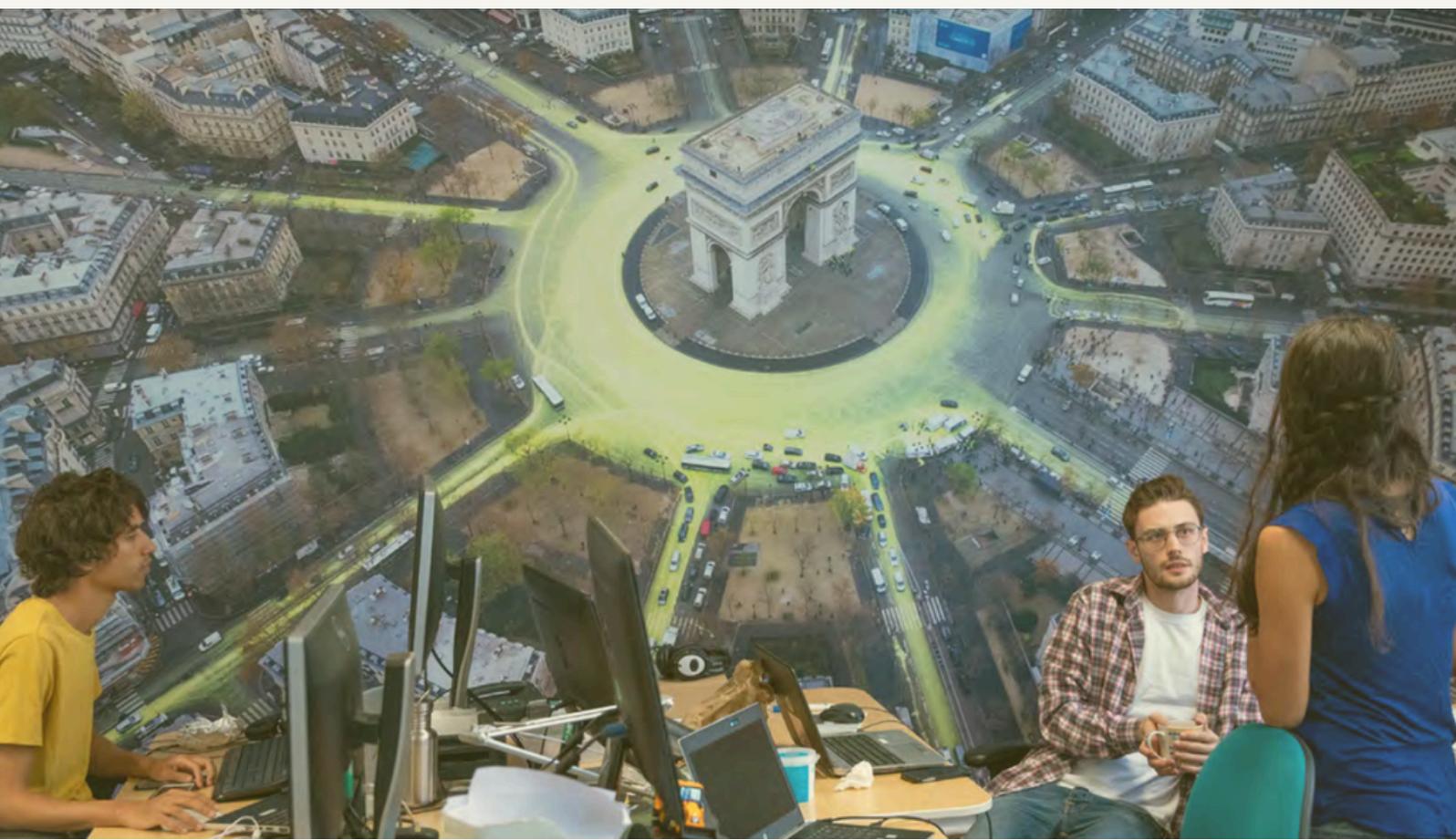
Leadership and Management

- Demonstrable experience of leading, managing, motivating and inspiring high performing teams
- 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
- Ability to set high standards of work performance and goals which are result oriented
- Ability to inspire others, particularly in creative risk-taking and innovation



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 **Monday 21st 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.