



WWF for a living planet®

JOB DESCRIPTION

Position title:	Corporates Partnership and Innovation Officer, WWF-Vietnam
Reports to:	Corporates Partnership Manager and Panda Labs Innovation Strategy and Design Coordinator, WWF Panda Labs support team.
Supervises:	Consultants
Location:	Ho Chi Minh, Vietnam
Date:	November 2019

I. Background:

WWF was one of the first International non-government organizations working in Vietnam. In 1985, WWF began working on a national conservation strategy and since then has worked closely with the Vietnamese Government on a diverse range of environment issues and implemented field activities across the country. Find out more at <http://vietnam.panda.org/>

WWF recognizes that its employees are its most important asset. A competent workforce, thoroughly trained, properly motivated, and bound together by mutual trust and common objectives is crucial to the success of WWF.

WWF-Vietnam established Corporate Partnership team in 2014, under the new country conservation strategy and in recognition of increasingly important role of multi-national and local corporates in sustainability development in Vietnam. WWF Vietnam has set ambitious targets for establishing and growing strategic partnership using drivers of corporate performance and creating productive synergies for the mutual benefit of both organisations. The engagement area include People & Community, Climate & Energy, Food, Fresh Water, Forest, Ocean and Species.

Panda Labs is WWF decentralized innovation accelerator for social and environmental impact. Panda Labs is (1) a brand to aggregate and promote WWF's transformative innovation capabilities and projects to influential partners and donors. (2) It is an innovation methodology focused on design thinking and collaboration to enable ambitious and scalable solutions to WWF's conservation priorities. And (3) it's a framework and process to build the capabilities and innovation credentials of WWF network offices, connect up innovation projects where applicable and scale successful solutions leveraging WWF's unique assets. In FY 2020 the Panda Labs network will trial a global 'Moonshot' approach to innovation projects, rolled out across 10+ WWF offices and four 'regional hubs' – with Vietnam being one of them. The 'Moonshot' will focus on leveraging innovation to empower and value communities as environmental stewards in order to ensure the security of vital ecosystem services. Focus will be on running human-centered innovation processes aimed at solving problems around plastic waste in the Mekong Delta of Vietnam. Find out more at https://wwf.panda.org/our_work/projects/panda_labs/

II. Major Functions:

The Corporates Partnerships and Innovation Officer is a member of WWF-Vietnam's Corporate Partnership Team who are responsible for the implementation of WWF-Vietnam's multi-year Corporate Engagement and Fundraising strategy to drive corporate partnership for conservation impacts; overseeing and adhering to fundraising and corporate engagement policies, procedures and systems, in line with the Country Office's Strategic Plan and WWF-Network Standards.

S/he is also a member of the global WWF Panda Labs community/team collaborating with other offices, teams and colleagues working on similar moonshot launches across the network.

The Corporates Partnerships and Innovation Officer is responsible for

- Supporting the advancement of WWF-Vietnam's conservation and growth agenda through targeted, innovative marketing and partnership strategies that reach and engage key audiences.
- Supporting to; build up WWF Vietnams profile in the innovation sector; build influential partnerships within WWF-Vietnam's innovation priorities; develop proof of concept, test and validate of solutions on the ground.

III. Major Duties and Responsibilities:

- Cultivate and build strong networks of corporate contacts to develop engagement, collaboration and fundraising opportunities into strategic partnership for conservation impacts
- Support in preparing due diligence, project pitches, concept notes, proposals and contracts to corporate donors and facilitate the implementation of conservation projects funded by corporate
- Collaborate with all teams to provide support and advices for all issues relating to corporate engagement guidelines and procedures required by WWF-International
- Ensure best account management towards all corporate donors and partners to ensure the needed deliveries of partnership commitments, issues are effectively solved, risks are calculated and handled, WWF's image and reputation are fostered and the potential of future and expanded opportunities as well as the loyalty and trust of corporate partners are secured
- Plan and execute fundraising campaigns and events to attract and diversify corporate funds
- Collaborate with the WWF regional and global team and country communications team for the development and execution of regional and global corporate partnership in Vietnam market.
- Maintain updated corporate databases, track fundraising progress, and compile necessary communications materials, reports to support partnership development
- Manage the temporary Individual Fundraising operation.
- Work with admin and finance team in purchasing and logistics tasks relating to corporate fundraising
- Support to build up WWF profile in the innovation sector
- Strengthen local capacity to work on innovation at WWF and among partners
- Convene influential corporate partners in the innovation ecosystem especially around plastic waste
- Assist with the development of a concept for a human-centered plastic waste innovation challenge in Vietnam and South East Asia with participation from key stakeholders e.g. local communities, businesses, funders, investors
- Assist with coordination of the design challenge in Vietnam together with partners
- Identify successful prototype solutions that can be scaled through existing WWF programs, partner procurement contracts etc.
- Sharing learning, knowledge exchange, shared communication between the regional experiments and pilots
- Performs other duties as requested by the Line Managers.

IV. Profile:

Required Qualifications

- Bachelor's degree or higher in entrepreneurship, innovation, business, technology, environment, marketing, fundraising or design or related field.
- Minimum of 3-5 years' experience in one or more of the areas mentioned above
- Proven track record within innovation processes, marketing and/or education within design thinking, rapid prototyping, emerging technologies, market research, business modelling, project management, lean startup or social entrepreneurship
- Good understanding of conservation issues and strategies; understanding of WWF's work in Vietnam and globally.
- Proven track record in designing and delivering successful Marketing & Fundraising strategies, with evidence of delivering growth in income is an advantage
- Familiarity with a wide range of communication, marketing and fundraising tools and approaches, their potential impact and their suitability for an organisation like WWF.
- Experience leading and participating in multi-disciplinary teams to build consensus, optimism and confidence, in the face of challenges, while charting new territory for WWF-Vietnam.
- Comprehensive understanding and insights of relevant industries and markets
- Proven track record in managing risks and crisis in working with the private sector is an advantage

Required Skills and Competencies

- You have the ability to inspire, excite and engage people in experimentation and unleashing their potential to innovate. This is your next mission.
- You have a networking mind and have demonstrated an ability to support collaborative action.
- You have a natural interest in working with entrepreneurs, partners, NGOs and other stakeholders

understanding their needs and creating opportunities for collaboration.

- You have high attention to detail and proven ability to manage multiple, competing priorities simultaneously
- Good skills in project and budget planning and implementation with respect to marketing and fundraising.
- Strong interpersonal skills and the ability to develop relationships with a wide range of audiences.
- Excellent communications skills, both written and verbal in Vietnamese and English, supported by good computer and digital skills.
- Articulate, creative, passionate, flexible and tenacious.
- Attention to detail, diplomacy and discretion
- The candidate must be entrepreneurial, results-oriented, prospect-focused, strategic and intuitive, as well as comfortable working both independently and as part of a team.
- Demonstrates WWF behaviours in ways of working: strive for impact, listen deeply, collaborate openly and innovate fearlessly
- Adheres to WWF's values, which are: Knowledgeable, Optimistic, Determined and Engaging;

V. Working Relationships:

1. **Internal:** Works closely with Panda Labs Vietnam Innovation Strategy and Design Coordinator, Public Sector Partnership team, Global Panda Labs Team, Practice lead/focal points, Communications team, Asia Pacific Growth team and regional corporate partnership team. Engages with and supports WWF-Vietnam staff.
2. **External:** Interacts with corporates, foundations, key stakeholder in the innovation ecosystem in Vietnam (start-ups, incubators, accelerators, entrepreneurs), local communities, government aid agencies and private sector donors, creative agencies, external consultants and service providers, national Government agencies, other NGOs and community organizations.

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organisational needs.