



## JOB DESCRIPTION

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|-------------------------------------|---------------------------------------|
| <b>Job Title</b>                    | Fund Generation Director (FGD)        |
| <b>Department / Location</b>        | National Headquarters                 |
| <b>Immediate Supervisor's Title</b> | ASG – Corporate and Business Services |
| <b>Second Line Manager's Title</b>  | Secretary General                     |
| <b>Number of Direct Reports</b>     | TBA                                   |
| <b>Number of Indirect Reports</b>   | TBA                                   |

### Organizational Context

The Philippine Red Cross (PRC) is the country's foremost humanitarian organization, with a network of 102 chapters in 17 regions across Luzon, Visayas, and Mindanao. The overall objective of the PRC is to equip vulnerable communities with crisis prevention practices and orchestrate all forms of humanitarian activities tailored to alleviate the suffering and uplift the dignity of vulnerable people during and after conflict, natural and human-induced disasters, health emergencies, and other crises.

PRC is part of the International Red Cross Red Crescent Movement and one of the National Societies of the International Federation of Red Cross and Red Crescent Societies.

The PRC works to uphold and apply its seven fundamental principles: humanity, impartiality, neutrality, independence, voluntary service, unity, and universality to its six major services: Blood Services, Disaster Management Services, Safety Services, Health Services, Social Services, Red Cross Youth and Volunteer Services.

PRC is composed of dedicated staffers, volunteers, partners, and donors with the intrinsic aspiration to do extraordinary things. Guided by its mantra of Volunteers + Logistics + Information Technology = A Philippine Red Cross that is Always First, Always Ready, Always There, PRC takes pride in serving the Filipino people and will always be committed to providing quality life-saving services that protect life and dignity of indigent Filipinos in vulnerable situations.

PRC is led by its Chairman, Secretary General, and Board of Governors alongside its chapters, volunteers, and staff. It has its Headquarters in Mandaluyong, Metro Manila. The Headquarters are organized into three main Divisions: (i) Program Development and Services; (ii) Chapter Services; and (iii) Corporate and Business Services.

### Job Purpose

The Fund Generation Director is responsible for providing the resources that the organization needs. This is available through the current means available, and new projects that may be established in the future. In fulfilling his/hers functions, the FGD will develop marketing programs and strategies to maximize the resource generation capability of the existing and new projects.

He/She will be accountable for reaching fundraising targets, ensuring the development and timely submission of high-quality project proposals as well as working in close collaboration with thematic area technical teams and other departments.



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## Job duties and responsibilities

### Technical:

1. Develop and implement feasibility studies for new projects that will provide continuing resource generation capability. Provide monthly performance reports of projects approved for implementation.
2. Develop and implement marketing programs for Fund Generation projects as well as other services made available to the public to generate revenue. This will include marketing programs for blood, safety training courses and other similar programs. Provide monthly performance reports of these marketing programs.
3. Develops and recommend strategies, plans, programs, enterprises, ventures, and/or activities designed to attract revenues for the Philippine Red Cross as well as retention, recognition and acknowledgement strategies for donors for the approval of the Secretary General
4. Keeps tracks of all fund campaign activities of the organization with the end in view of assessing both the successes and failures of fund campaign strategies so appropriate remedial measures may be promptly provided.
5. Monitors and analyzes fundraising reports from all chapters, NHQ fund generation units and submits findings and recommendations to the Secretary General for information and for possible actions for improvements.
6. Assists chapters and NHQ fund generation units in the development and/or designs of the fund-raising proposals/strategies to increase resources generated.
7. Maintains updated directory of all major donors and exerts active efforts of maintaining friendly lines of communications and partnership to enlist their continuing support for the Philippine Red Cross
8. Initiates annual accounting of all financial donations received.
9. Work with PMEAL and Info/Communication teams to develop marketing materials and presentations for external use.
10. Annually develops the departmental goals and ensures that it is aligned with the strategic direction of the organization.
11. Acts as resource person or speaker on Fund Generation matters whenever required.
12. Participate in the development of the organization's strategic direction.
13. Prepares and submits the monthly and/or annual report of the department to the Secretary General and Board of Governors

### General Management:

- Ensuring accountability and quality of program and operations management, budget commitments, and financial management in accordance with PRC policies, standards, and practices.
- Ensuring accountability, fairness and transparency in human resources management, through - out the employment cycle including (recruitment, development, performance management, contract administration, and welfare), by maintaining trustworthy environment, providing effective support and promoting a culture of continuous learning.
- Ensuring that timely submission of the required documents, including (but not limited to): operational highlights, quarterly updates on operations and annual updates on operations as well as delivers inputs for standard reports.
- Support the Management in all other matters related to the PRC activities – including (but not limited to) ensuring strategic coherence and alignment as well as programmatic and operational coordination, support and promote chapters and NHQ fund generation units in the development of the fund-raising strategies to increase resources generated and other relevant required management support.
- Developing department's business continuity planning process.

## POSITION REQUIREMENTS

| Education   | Required | Preferred |
|---|----------|-----------|
| Bachelor's Degree in Business Administration and relevant studies           | X        |           |
| Master's degree or continuing professional development training and courses | X        |           |



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| <b>Experiences</b>  | <b>Required</b> | <b>Preferred</b> |
|---|-----------------|------------------|
| At least (7) years of experience in fund or resource generation function and management in related field                                      | X               |                  |
| At least (7) years supervisory / managerial experience  | X               |                  |
| Experience of working with Red Cross/Red Crescent   |                 | X                |
| Experience of working for a humanitarian / non-profit organization  |                 | X                |
| <b>Knowledge and Skills</b>   | <b>Required</b> | <b>Preferred</b> |
| In-depth knowledge in the requirements of donors  | X               |                  |
| Exceptional interpersonal skills, including coaching and training   | X               |                  |
| Networking and partnership development and nurturing skills   | X               |                  |
| Ability to make decisions in-line with organizational goals and values  | X               |                  |
| <b>Languages</b>  | <b>Required</b> | <b>Preferred</b> |
| Fluently spoken and written English   | X               |                  |
| <b>Values/Competencies</b>  |                 |                  |
| <b>Core Values:</b> Focus, Fast, Friendly, Flexible, Forward-looking  |                 |                  |
| <b>Core Competencies:</b> Communication; Collaboration & Teamwork; Decision-making; Client Relations; Creativity & Innovation; Building Trust |                 |                  |
| <b>Managerial Competencies:</b> Managing Staff Performance; Managing Staff Development; Project Management                                    |                 |                  |
| <b>Functional Competencies:</b> Building Partnership; Strategic Direction; Leadership; Mentorship   |                 |                  |

### How to apply:

Please send us your most updated CV and Motivation Letter to: [prc.recruitment@redcross.org.ph](mailto:prc.recruitment@redcross.org.ph) , with the subject of the position title you are applying for.

**Application Closing Date: 30 March 2023**