



**DIRECTOR OF GLOBAL PHILANTHROPY, CHINA  
THE NATURE CONSERVANCY**

**Location—Remote**

**[The Nature Conservancy](#)**



The Aspen Leadership Group is proud to partner with The Nature Conservancy in the search for a Director of Global Philanthropy, China.

The Director of Global Philanthropy, China will identify and engage new individual prospective donors who are currently unaffiliated with The Nature Conservancy (TNC) and seek to motivate them to invest in TNC's conservation mission. The Director will develop qualification, cultivation, solicitation, and stewardship strategies for a portfolio of high net worth individuals interested in supporting TNC's conservation efforts in China and globally in collaboration with TNC's executive, conservation, and fundraising leadership as well as with TNC's network of committed board members, donors, partners, and friends. The donors managed by the Director will require sophisticated relationship management, a high degree of knowledge of assets and ownership structures, and an expert understanding of the factors influencing philanthropic giving. The Director will focus on long-range strategic priorities and be responsible for proposal development, working with conservation and development staff, as well as donors, to create transformational giving opportunities.

Founded in 1951, The Nature Conservancy is a global conservation organization dedicated to conserving the lands and waters on which all life depends. Guided by science, it creates innovative, on-the-ground solutions to the world's toughest challenges so that nature and people can thrive together. TNC is tackling climate change; conserving lands, waters and oceans at unprecedented scale; providing food and water sustainably; and, helping make cities more sustainable. Working in 72 countries, including all 50 United States, TNC uses a collaborative approach that engages local communities, governments, the private sector, and other partners. One of its core values is its commitment to diversity and it strives for a globally diverse and culturally competent workforce.

It is an exciting time at The Nature Conservancy as it moves towards the successful closing of the final phase of a \$5 billion global campaign. That success has pushed it to learn and grow with an eye to the next campaign. Over the course of 2017 and 2018 TNC sought to test an assumption that there were significant numbers of Chinese nationals living in the United States and/or Chinese Americans who might be interested in supporting TNC's ambitious conservation agenda. The test was promising. This led TNC staff to conclude that there was merit in investing over the course of 2019 in developing a more comprehensive fundraising strategy targeting the Chinese speaking community in the United States market and facilitating engagement with Chinese speaking communities in other markets.

## REPORTING RELATIONSHIPS

The Director of Global Philanthropy, China will report to the Director of Development, Marketing and Communications for the Asia-Pacific Region and have a dotted-line relationship with the Director of Principal Gifts and the Director of Philanthropy in the state in which they are based. The Director will maintain a close working relationship with the Director of the China Business Unit. The Director will supervise a donor relations manager and have access to additional shared resources as part of the Principal Gifts Team.

## PRINCIPAL OPPORTUNITIES

*The newly created position of Director of Global Philanthropy, China at The Nature Conservancy offers an opportunity for a skilled principal and major gift fundraiser with cultural and linguistic fluency to build meaningful partnerships with a growing Chinese philanthropic community in the United States, and around the world to protect nature and address climate change. With flexibility to work in their preferred location, the Director of Global Philanthropy, China will be joining TNC's Asia Pacific Philanthropy, Marketing and Communications team – a mission-driven, fun, and collaborative team that works across the organization to raise funds and visibility for TNC's conservation work in Asia Pacific, or to follow the interest of donors.*

*This is an exciting time at The Nature Conservancy. We are focused on global issues, seeking to address some of the most complex challenges facing people and nature today. Our global focus includes tackling climate change, building healthy cities, providing food and water sustainably, and protecting important lands and waters. Nowhere is that focus more important than in Asia Pacific. With 60% of the world's population, seven of the world's ten largest cities, and a robust, growing regional economy, the Asia Pacific region is an important component of TNC's conservation work.*

*The Director of Global Philanthropy, China will lead TNC in building partnerships with a new portfolio of emerging and established Chinese-American and overseas Chinese philanthropists who want to make change in the world and will be a leader in shifting the culture of the organization's fundraising operation to be more inclusive and compelling to a new global audience of donors.*

–Kristen M. Jones, Director of Development, Marketing and Communications, Asia Pacific

## PRIMARY RESPONSIBILITIES

The Director of Global Philanthropy, China will

- develop qualification, cultivation, solicitation, and stewardship strategies for a portfolio of high net worth individuals interested in supporting TNC's conservation efforts in China and globally;
- identify potential prospects, commission research, and build a pipeline of new TNC donors;
- manage a network of relationships with prospective donors involving TNC board members at the global, regional, and state levels including the China Board, and with executive leadership;
- facilitate and coordinate all communication with prospective donors, developing positive relationships between TNC, the prospective donors and related organizations and individuals;
- evaluate various gift opportunities and giving vehicles and recommend the most suitable approach for a particular donor at a particular point in time;
- direct negotiations for complex, high profile or sensitive agreements;
- develop and maintain positive working relationships with internal contacts such as conservation staff, senior leaders, other fundraising professionals, and members of the Executive Council to

consult on organizational needs, to formulate strategies to promote engagement as part of the process of qualifying and cultivating, soliciting, and stewarding prospective donors;

- assist in the development and refinement of the strategy for, and creation of written communications, from TNC leadership appropriate to a donor's particular interests;
- participate in gift solicitations to fund organization-wide priorities, in addition to specific programming opportunities in China, and to enhance the development efforts of TNC;
- conceive, organize, manage, and participate in regular events and trips for prospective and current donors; and
- convey persuasively the mission of TNC to diverse groups including major donors, corporate executives, board members, and others who are important to the organization's overall prosperity.

### KEY COLLEAGUES



**Kristen M. Jones**

**Director of Development, Marketing and Communications, Asia Pacific**

Kristen Jones joined The Nature Conservancy in 2019 as the Director of Development, Marketing and Communications for the Asia Pacific Region. Kristen has over 18 years of experience in development, especially in partnering with individuals and family foundations on their philanthropy to make a global impact, leading effective teams, and board development.

Prior to joining the Conservancy, Kristen was the Vice President for Major Gifts at UNICEF USA with responsibility for leading a \$40 million major gift fundraising program across the U.S. as well as UNICEF USA's young professional program UNICEF NextGen and Community Fundraising. She spent 14 years with UNICEF USA in various roles, including Vice President for

Regional Fundraising with responsibility for UNICEF USA's nine regional teams and prior to that as Managing Director for the New England Region working in partnership with the regional board to grow UNICEF USA's presence in the region through major donor fundraising, special events, and educational opportunities. Kristen has traveled extensively with UNICEF in Latin America, the Caribbean, Africa, and the Middle East.

Kristen has also held professional development positions at Boston Ballet and Museum of Fine Arts, Boston. Kristen also held several volunteer leadership positions with the human rights organization Amnesty International USA, including a term as the chair of the board nominating committee.

Kristen graduated from Simmons College in Boston with a bachelor's degree in Economics and International Relations. She lives in San Francisco with her husband, Ben.



**Jack Hurd**

**Regional Managing Director for Asia-Pacific**

Jack Hurd is the Regional Managing Director for the Asia-Pacific Region. In this position he maintains a specific focus on China and its global influence. Previously, Jack served as TNC's Conservation Director for Asia-Pacific; the Director of the Asia-Pacific Forest Program; the Director of the Global Forest Trade Program; and, the Conservation Director with the Washington state program.

Before joining TNC, Jack worked for a number of global conservation and community economic development organizations focused on the Asia-Pacific region. Jack holds a Master of Public Administration (MPA) degree from the University of Washington and a Bachelor of Arts (BA) degree in Economics from the University of Vermont.



**Joyce Ma**  
**China Country Director**

Joyce Ma is responsible for running The Nature Conservancy's China Program which, with the support of the China Board, continues to expand its impact both in China and beyond. Joyce brings extensive leadership experience in team management and government relations from her decades-long work in senior-level roles at multinational telecom companies in China. Before joining TNC in 2016, Joyce spent 20 years at Ericsson where she was responsible for the company's strategic business plan.



**Colleen Johnson**  
**Director of Principal Gifts**

Colleen Johnson is the Director of Principal Gifts for TNC. In this role, Colleen oversees the principal gifts function of the organization, directly managing a 30+ person team of fundraisers and operations and planning staff, while also working to support and influence the work that staff from across the organization do to support TNC's principal gifts efforts. Prior to this role, Colleen served as the Director of Philanthropy for the Colorado Chapter of TNC, where she designed and ran the Chapter's largest campaign at that time, raising over \$80 Million for conservation priorities. Before her time with The Nature Conservancy, she led the philanthropic and programmatic development programs for Camp Fire USA, a non-profit focused on connecting inner city youth and families with the natural world. Colleen graduated from the University of Colorado's Leeds School of Business and resides in Boulder, Colorado with her husband and two sons.

## QUALIFICATIONS

The Nature Conservancy seeks a Director of Global Philanthropy, China with

- fluency in both English and Mandarin Chinese and the requisite cross-cultural experience;
- demonstrated experience in cultivating and ultimately stewarding the development of a pipeline of new donors;
- a proven track record for closing six-, seven- and eight-figure (USD) gifts;
- experience building durable relationships with principal and major gift-level donors;
- expertise in strategic development and building a program from the ground up;
- an ability to work proactively and independently while seamlessly communicating with a team of professions across multiple time zones;
- exceptional verbal and written communication skills and excellent attention to detail; and
- discretion and the ability to maintain confidentiality of frequently sensitive and emotionally charged information.

A bachelor's degree is required for this position as is at least ten years of related experience in philanthropy. This position requires significant travel (40%) including international travel.

## DIVERSITY, EQUITY, AND INCLUSION

The Nature Conservancy has a strong and abiding commitment to diversity in its workforce and in the people and groups with which it works. In fact, diversity is one of the Conservancy's unique core values.

Since global threats to the environment do not discriminate among backgrounds, beliefs, and cultures, making a difference requires the rich blend of perspectives, ideas, and viewpoints that only a truly diverse workforce can provide. To that end, in the fall of 2015 TNC hired its first Chief Diversity and Inclusion Officer to serve on its Executive Team and weigh in on policy matters related to diversity and inclusion.

TNC's "Commitment to Diversity" Initiative aims to support the Conservancy's mission by advancing the changes necessary to have its staff, volunteers, members, trustees, donors, and conservation practices better reflect the diversity of people and communities it intends to serve. This initiative also aims to assure TNC develops the culture and competencies for inclusion and for leveraging the opportunities that workforce diversity can offer.

## SALARY & BENEFITS

The Nature Conservancy offers a highly competitive and comprehensive salary and package of employee benefits.

## LOCATION

This position is based remotely with a preference for the San Francisco, Seattle or New York City metropolitan areas.

## APPLICATION INSTRUCTIONS

All applications must be accompanied by a cover letter and résumé. ***Cover letters should be responsive to the mission of The Nature Conservancy.*** Review of applications will begin immediately and continue until the successful candidate has been selected.

*To apply for this position, visit:*

[Director of Global Philanthropy, China, The Nature Conservancy.](#)

*To nominate a candidate, please contact Don Hasseltine:*

[donhasseltine@aspingleadershipgroup.com.](mailto:donhasseltine@aspingleadershipgroup.com)

*All inquiries will be held in confidence.*