

ROLE PURPOSE

Role Title: Face-2-Face and Campaign Supervisor

Division: Public Affairs

Location: Hong Kong

Date: July 2026

Employment type: Fixed term, Full time

Reports to: Individual Giving Manager

Leadership Band: Leads Others

Purpose of the role:

The Face-2-Face (F2F) and Campaign Supervisor is responsible for coordinating and supporting high-performing F2F teams to raise funds for The Fred Hollows Foundation (Hong Kong). The role ensures day-to-day F2F operations are efficient, compliant and well managed, while supporting operational growth, team retention and adherence to relevant compliance frameworks. This role also supports broader fundraising activities and events that help grow revenue and donor engagement. It plays an important role in enabling the effective implementation of The Foundation's strategy and program delivery across Greater China.

The F2F and Campaign Supervisor will own the outcomes of:

1. F2F Program Operations and Team Support

- Coordinate day-to-day F2F operations, resource planning and manpower deployment across outdoor, indoor and event venues.
- Support fundraising workforce mobilisation, induction and training activities.
- Monitor fundraising quality, develop capability and optimize performance outcomes, providing feedback and recommendations to relevant stakeholders to support continuous improvement.
- Create and support a positive fundraising team culture and operational effectiveness through regular communication, engagement initiatives and operational coordination.

2. Training, Coaching and Talent Development

- Support fundraising capability development through field observations, coaching support and sharing of best practices. Facilitate regular team meetings to align operational standards, share fundraising techniques and communicate The Foundation's global project updates.
- Identify performance improvement opportunities and recommend appropriate coaching, development or recognition initiatives to relevant stakeholders.

3. Vendor, Performance and Reporting Management

- Analyse key performance indicators, including sign-up rates, average gift amounts, age demographics, payment methods, retention rates and cancellation reasons.
- Prepare monthly performance reports, including activity updates, incentive calculations and key insights for senior leadership.
- Develop reporting frameworks to track program performance, identify risks and recommend improvement plans or new goals for fundraisers.
- Support the implementation and review of fundraising recognition, motivation and performance improvement initiatives.

4. Programme Delivery, Development and Compliance

- Plan and coordinate fundraising locations, event set-up and overall operations to maximise venue usage and fundraising outcomes.
- Conduct regular site visits and arrange mystery shopping to audit team conduct, field standards and compliance with relevant codes, policies and procedures.
- Act as the primary point of contact to investigate, resolve and formally long-estimate public complaints or Code of Conduct violations in line with The Foundation's procedures.
- Contribute to campaign strategy, forecasting and planning, including recommendations to strengthen fundraising performance and donor engagement.
- Monitor market trends, regulatory changes and competitor activity to ensure the programme remains compliant, competitive and forward-thinking.

5. Marketing and Fundraising Support

- Support broader fundraising activities across events, telemarketing, direct mail and receipting as required.
- Assist with campaign coordination, supplier follow-up, fundraising materials and operational administration.
- Contribute to activity planning, reporting and donor engagement initiatives as required.

6. Other tasks as requested by your manager.

Our Capabilities:

As a member of The Foundation Family you will:



1. Live by the values of The Foundation and support The Foundation's culture, performance and brand.
2. Adhere to all The Foundation's policies and procedures.
3. Strengthen the health, safety and well-being of all/look out for the well-being.
4. Lead, collaborate and contribute in all interactions.

Essential Experience:

- Minimum 6 years of Fundraising/F2F experience, with at least 2 years in a supervisory role
- Significant experience and knowledge of F2F fundraising techniques and best practice
- Experience leading fundraising operations, coaching teams and monitoring performance against KPIs.

Skills:

- Strategic leadership and strong ability to motivate and direct multiple teams
- Strong interpersonal skills and confidently shifting communication styles among fundraisers
- Proficiency in written and verbal communication skills

Desirable Experience:

- Experience in NGO / non-profit sector (especially fundraising-driven organisations)
- Experience working in small or lean teams with broad responsibilities

Qualifications:

Tertiary Education

Travel:

Occasional travel may be required to support fundraising programmes, events, training activities and operational initiatives across locations where The Foundation operates or has approved activities.

This role purpose defines the broad accountabilities of the positions, which may change based on organisational need. Please refer to the divisional, team and individual work plans for more specific details

The position involves:

This position is recognised as having "Contact with Children" either direct or indirect
This position does involve "Working with Children" either direct or indirect.

Additional Responsibility:

Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers.

To work in The Foundation, you will:

- Be eligible to work in Hong Kong and other regions where you will be based
- Undergo background check including criminal records and qualifications check
- Undergo working with children check for positions that are identified as working with children