

~ Help shape the future of private sector conservation ~

About us

Australian Wildlife Conservancy (AWC) is the largest private (non-profit) owner and manager of land for conservation in Australia, protecting endangered wildlife (alone or in partnership) across 30 sanctuaries, covering more than 6.5 million hectares in iconic regions such as the Kimberley, Cape York, the Top End and Kati Thanda-Lake Eyre. With a focus on practical land management, informed by world-class science, AWC is implementing a dynamic new model for conservation.

AWC's mission - to deliver effective conservation for all native animal species and their habitats - is achieved by delivering practical land management (fire management, feral animal control and weed eradication), as well as threatened species reintroductions and strategic conservation science. Fundraising, primarily tax deductible donations from the general public and philanthropists, enables our work.

About the role

We are seeking a data-driven communications and fundraising expert to join our Development (fundraising) team in the role of Fundraising Manager. Based in Perth, the role will suit an early to mid-career professional who is passionate about wildlife, data-driven fundraising and compelling communications. You will be joining a talented and high-performing national team of development professionals who are committed to creating better outcomes for Australia's threatened wildlife.

Your key responsibilities will be to design and implement fundraising programs focused on AWC's supporters who donate up to \$1,000 annually. You will develop and implement campaigns to acquire and convert donor prospects into generous supporters, reactivate lapsed supporters, and inspire current regular and general donors to lift their levels of giving. Data-driven analysis and decision making will be an important component of your programs – a curious and inquiring mind is essential! You'll be willing to roll-up your sleeves and run effective telephone appeals, deliver presentations to community groups and undertake strategic prospect research to support our talented team of Development Executives. You'll also need strong written capabilities to write compelling copy that inspires people to give.

About you

To succeed in this role, you will have:

- A passionate and genuine interest in the conservation of Australia's wildlife and their habitats.
- An engaging personality! Outstanding written and oral communication skills, with an emphasis on persuasive communication.
- The ability to clearly convey an organisation's mission and inspire support for that mission amongst a wide variety of stakeholders. (Experience in successfully selling a product or concept will be very highly regarded).

- Exceptional attention to detail and organisational skills, including the ability to manage multiple simultaneous appeals to a variety of audiences.
- Demonstrated experience segmenting and analysing data to maximise business objectives.
- A strong work ethic including a willingness to work out of normal business hours and weekends as required.

This is an exciting opportunity to be part of the ongoing growth of an innovative, successful organisation which is helping shape the future of conservation in Australia. An attractive remuneration package is available for a candidate with suitable professional, commercial or fundraising experience.

For a full position description for this role, please see below or visit our careers page:

www.australianwildlife.org/work-with-awc/careers/

Closing date for applications: Wednesday 10 March 2021

However, applicants will be short-listed on an ongoing basis so early submission of your application is highly encouraged.

Enquiries: Angela Bowman – Senior Executive, Development & Grants

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Applications via: australianwildlife.org/work-with-awc/careers/

To submit an application, visit our careers page (linked above), select the relevant job vacancy, click ‘**APPLY**’ and complete an application form.

Your application must include CV and covering letter, briefly addressing the critical competencies listed in the detailed job description on our website or the attachment. Applications that do not meet these criteria will not be accepted.

Please note:

1. Applicants must be an Australian citizen/permanent resident or have a suitable visa in place that allows ongoing full-time work in Australia, in order to apply for this position. Sponsorship is not available.
2. If you apply for this role, AWC will include you in its ongoing updates and communications about its events, activities and fundraising initiatives. You may opt out of these communications at any time.
3. Any application submitted to AWC will be handled in accordance with our Privacy Policy, available at www.australianwildlife.org/privacy. By providing us with your contact details, your consent to receive communications and direct educational material will remain current until you advise us otherwise.

To learn more about AWC, please visit our website: www.australianwildlife.org/

Position Profile

Designation:	Fundraising Manager
Reporting to:	Senior Executive, Development & Grants
Supervises:	The Fundraising Manager operates as part of the Development team. The Fundraising Manager may from time-to-time supervise other staff, volunteers, contractors and casual staff.
Based in:	Perth
Contract:	Full-time permanent

Organisational context:

Australian Wildlife Conservancy (AWC) is the largest private (non-profit) owner of land for conservation in Australia. We protect endangered wildlife at 30 locations which we own or manage in collaborative partnerships. AWC's involvement covers a total of more than 6.5 million hectares in iconic regions such as the Kimberley, Cape York, the Top End and Kati Thanda-Lake Eyre. With a focus on practical land management, informed by world-class science, AWC is implementing a dynamic new model for conservation.

AWC's mission - to deliver effective conservation for all native animal species and their habitats - is achieved by:

- **Operations** - delivering effective large-scale land management including fire management, feral animal control, weed control and infrastructure management.
- **Science** - delivering a nationally-coherent program of ecological surveys with a focus on monitoring key conservation assets and threats, conducting applied research relevant to wildlife conservation, implementing conservation programs including reintroductions, and providing advice to management.
- **Fundraising** - mobilising finance (primarily, tax deductible donations) from the general public and philanthropists including through effective communication of AWC conservation programs.

The delivery of AWC's mission is highly reliant on all AWC working collaboratively with each other under a model called *OneAWC*. *OneAWC* is defined as 'a cohesive, engaged, collaborative, high performing group guided by strong, effective leaders. A group of people who all understand AWC's mission, vision and their role in contributing to the achievement of mission and vision, all connected and working towards a common purpose, guided by a set of shared values'.

AWC values:

AWC's work is directed at achieving our mission – the effective conservation of Australia's wildlife and their habitats – and is guided by the following values. At AWC, we are:

- **Accountable** – taking ownership of our actions and outcomes
- **Informed** – working together to acquire and apply evidence, knowledge and experience
- **Respectful** – demonstrating care, recognition and integrity
- **Dedicated** – committed to delivering effective outcomes, with resilience and tenacity
- **Innovative** – applying creative thinking for effective solutions
- **Sustainable** – delivering long-term financial and ecological viability.

Critical competencies/experience:

- A passionate and genuine interest in the conservation of Australia's wildlife and their habitats.
- Outstanding written and oral communication skills, with an emphasis on persuasive communication.
- The ability to clearly convey an organisational mission and inspire support for that mission amongst a wide variety of stakeholders. Experience in successfully selling a product or concept will be very highly regarded.
- A minimum of two years' experience in a similar fundraising or sales role.
- Exceptional attention to detail and organisational skills, including the ability to manage multiple simultaneous appeals to a variety of audiences.
- Demonstrated experience in tele-sales or equivalent.
- Experience with the Raiser's Edge database, or other CRM software.
- Demonstrated experience segmenting and analysing data to maximise business objectives.
- Demonstrated ability to act as part of a team or, as required, independently and a willingness to uphold AWC's core values.
- A strong work ethic including a willingness to work after hours and weekends as required.

Qualifications:

1. Tertiary qualifications in a relevant discipline are a prerequisite for this role. (Candidates with science-related degrees, or degrees in business/marketing communications are encouraged to apply).
2. A valid driver's licence.

Licenses & Certificates:

1. Police clearance certificate.

Responsibilities:

1. Develop and implement an annual plan to increase income across a broad range of fundraising programs including regular (ie. monthly) donors, workplace giving and community fundraising initiatives.
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Key activities and responsibilities:

- Communicate, compellingly and at high level, the importance and urgency of the AWC mission and the effectiveness of our business model.
- Develop and execute plans to increase income from general and regular donors.
- Develop and execute plans to convert general donors to regular donors, including regular in-house telephone fundraising campaigns.
- Recruit, train and manage a small team (2-3) of in-house tele-fundraisers.
- Develop and manage mass appeals to acquire new supporters, convert prospects into donors and reactivate lapsed supporters.
- Coordinate with AWC's Development-Communications team to deliver AWC's annual Christmas appeal and other direct appeals as identified/required.
- Collaborate with AWC's communications team and contribute to an integrated digital media strategy.

- Promote and coordinate AWC's workplace giving program.
- Support AWC's Development Executives by undertaking strategic prospect research to identify and develop a pipeline of prospective high level donors and bequestors.

2. Develop and implement an annual donor acquisition plan.

Key activities and responsibilities:

- Proactively identify new and innovative strategies to acquire new AWC donors.
- Design and implement strategies to promote AWC's mission and the effectiveness of our business model to sanctuary visitors and volunteers (with the aim of acquiring them as donors).
- Administer and support community and third-party fundraising initiatives, including oversight of external fundraising websites and platforms.
- Identify opportunities to promote AWC through presentations to community groups and organisations; effectively deliver compelling presentations.
- Collaborate with AWC's communications team and contribute to an integrated digital media strategy.

3. With the Manager Development Operations, design segmentation and donor journey strategies to increase the impact of acquisition and retention programs.

Key activities and responsibilities:

- Optimise the capture, analysis and use of data to maximise acquisition, upgrade, reactivation and retention strategies.
- Design, test and refine segmentation strategies to optimise fundraising results.
- Develop and implement donor journey strategies to increase the impact of fundraising campaigns and long-term donor retention.
- Develop effective analysis and reporting tools to track the results of fundraising programs within your portfolio.

4. Other development responsibilities

Key activities and responsibilities:

- Monitor and respond to donor and fundraising enquiries with a high standard of customer service with the objective of nurturing supporters for maximum fundraising outcomes and retention.
- Provide support to the Development team at functions and events as required.
- Set up and manage stands at open days to engage the public in AWC's work and recruit donors.
- Deliver presentations at schools and provide support as direct for school fundraisers.
- Manage other staff and volunteers as required.
- Assist in the planning and delivery of other development programs/activities as directed by the Senior Executive, Development & Grants or Chief Development Officer.
- Comply with AWC policies and procedures.
- Champion AWC values and OneAWC approach.