

Position Profile

Designation:	Development Associate, Annual Programs
Reporting to:	Development Executive – Mid-level Giving
Supervises:	The Development Associate operates as part of the Development team. The Development Associate may from time-to-time supervise other staff, volunteers, contractors and casual staff.
Based in:	National role

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.
- 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 travel, as well as work long 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 politics, business/marketing or law 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.
- Coordinate 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.

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; deliver the presentations.
- Collaborate with AWC's communications team and contribute to an integrated digital media strategy.

3. 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.
- Assist with the planning and execution of fundraising events in capital cities, regional centres and on remote AWC sanctuaries.
- Manage volunteers as required.