



## Position Description

<b>Designation:</b>	<b>Development Associate</b>
<b>Reporting to:</b>	<b>Development Manager</b>
<b>Based in:</b>	<b>Melbourne, Victoria</b>

### Organisational context:

Australian Wildlife Conservancy (AWC) is the largest private (non-profit) owner of land for conservation in Australia, protecting endangered wildlife at 31 sanctuaries in which we own or manage in partnership, covering a total of more than 12.9 million hectares across Australia. 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** - raising finance (primarily, tax deductible donations) from the general public and philanthropists including through effective communication of AWC conservation programs.

### AWC values:

AWC's work is directed at achieving our mission 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

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'. The delivery of AWC's mission is highly reliant on all of AWC working collaboratively with each other.

**Critical competencies/experience:**

This role is focused on the face-to-face management of AWC Major Donors (currently defined as individual donors who give more than \$5,000 per annum) and works with a high-performing team of professional fundraisers to ensure best-practice management of donor portfolios and exceptional fundraising performance. AWC's Development strategy is the acquisition, retention and growth of investment in conservation and this role is part of the philanthropy team, which is a central and significant part of the Development program. As such the critical competencies for the role include:

1. Exceptional relationship/interpersonal skills including:
  - a. Ability to engage with high-net-worth individuals and/or philanthropists.
  - b. Demonstrated experience in building relationships, preferably leading to philanthropic support or other income.
  - c. The ability to clearly convey an organisation's mission and leverage that support for fundraising or revenue raising.
  - d. Understanding and using different types of engagement activity and investing the appropriate amount of time/energy/resource into major donor acquisition, retention and stewardship
  - e. Understanding of sales-based principles, including the ability to uplift the value of relationship-based income over time.
  - f. A natural ability to deliver highly engaging presentations to audiences large and small.
2. Teamwork skills, including:
  - a. Working collaboratively within a team of fundraisers or sales personnel who are target driven.
  - b. Working to KPI's.
  - c. Fostering a positive work environment and staying connected to colleagues who are often working 'on the road' yet strive to create a strong sense of shared purpose and team cohesion.
3. Excellent organisational skills, including a demonstrated ability to:
  - a. Prioritise and execute a large number of tasks in an efficient manner; and
  - b. Manage a large number of relationships simultaneously.
4. Outstanding written skills, including a demonstrated ability to draft and edit compelling proposals, effective reports, persuasive letters and other correspondence.
5. A strong work ethic and a 'can do' attitude, including a willingness and ability (or capacity) to work flexibly as required to meet the needs of the organisation.
6. A willingness to travel meet donors and/or regional AWC sanctuaries for multi-day periods (typically 3-4 days).
7. Experience in using standard business software packages (including Word, Outlook, Excel and PowerPoint) is essential.
8. Knowledge of current issues relating to philanthropy or the ability to readily acquire such knowledge.
9. A passion for the conservation of Australia's wildlife and habitats.

**Essential qualifications:**

1. A tertiary qualification in a relevant discipline.
2. A valid driver’s license.

**Inherent requirements of the role:**

This role is all about connecting donors (and prospective donors) to AWC’s mission of effective conservation and creating a sense of urgency to compel donors to support our important work. Day to day, this requires a hybrid approach to working in-office and working ‘on the road’ to meet donors, internal/external stakeholders and staff members in a face to face capacity. From time-to-time, you will be expected to travel to AWC sites located in rural and remote locations which may be away from an established office-base. Whilst on site, the working environment can be outdoors and often in the extremes of weather – hot/cold and wet or dry. On occasion, there may be physical activities including walking in remote locations, carrying loads and driving manual 4WD vehicles. The successful applicant must be able to adapt to performing their professional activities in these remote conditions.

**Role Responsibilities:**

<b>1. Engage, acquire and retain individual donors</b>	<b>KPI Measure (targets to be agreed annually with line manager but generally expected to be measured using similar criteria)</b>
Key activities and responsibilities: <ul style="list-style-type: none"><li>• Outstanding personal stewardship and ongoing engagement with a portfolio of major donors and prospects (individuals and foundations) including through meetings, written proposals and reports, events, other communication, etc.</li><li>• Identify and recruit potential new major donors through:<ul style="list-style-type: none"><li>○ Networking and liaison with existing donors and prospects;</li><li>○ Organising and delivering presentations to interest groups; and</li><li>○ Independent research and networking.</li></ul></li><li>• Effectively communicate the importance and urgency of the AWC mission and the effectiveness of our business model.</li><li>• Co-ordinate and track your engagement/results with donors. (<i>KPIs will track the level and extent of your engagement with donors and the level of donation income.</i>)</li><li>• Prepare applications for funding and project proposals as well as reports/acquittals.</li><li>• Write compelling emails, letters, cards and messages to supporters and prospects.</li></ul>	\$value of funds raised. # New donors. % Donor retention. Donor ‘thank you call’ made within 5 business days of gift.

<ul style="list-style-type: none"> <li>• Deliver ongoing verbal and interpersonal communication of AWC’s mission to engage new and existing supporters. Identify and implement strategies to win corporate support and manage existing partnerships.</li> <li>• Ensure records are maintained as part of our development database.</li> <li>• Make personal thank you phone-calls to donors in your portfolio (or as needed) within 5 days of gift processing.</li> <li>• Continuously engage and communicate with donors in the portfolio who have given in the past, to demonstrate the impact of their gift to AWC and inspire them to give again.</li> </ul>	
<p><b>2. Assist with the implementation of AWC’s fundraising strategy</b></p>	<p><b>KPI Measure</b></p>
<p>Key activities and responsibilities:</p> <ul style="list-style-type: none"> <li>• Contribute to the ongoing development and implementation of AWC’s fundraising strategy.</li> <li>• Develop and maintain awareness of philanthropic issues, trends, policies and significant legal requirements (e.g. tax deductibility of donations).</li> </ul>	<p>Contribution to overall team performance</p>
<p><b>3. Assist in the delivery of supporter events at AWC sanctuaries and in major cities</b></p>	<p><b>KPI Measure</b></p>
<p>Key activities and responsibilities:</p> <ul style="list-style-type: none"> <li>• The primary function of the role is donor liaison and leveraging of events/functions for fundraising.</li> <li>• Attend and help in the delivery of sanctuary-based events and city-based functions (lunches, cocktail parties, etc). as required for the management of donors.</li> <li>• Help promote attendance by existing and potential donors at sanctuary events and functions.</li> </ul>	<p>As agreed – this is dependent on the annual events/functions calendar and the attendance of donors within team portfolio</p>
<p><b>4. Teamwork</b></p>	<p><b>KPI Measure</b></p>
<p>Key activities and responsibilities:</p> <ul style="list-style-type: none"> <li>• Developing positive relationships with other departments, senior management and field staff.</li> <li>• Fostering a positive work environment and team culture.</li> <li>• Working independently to achieve agreed priorities, while following established direction and protocols.</li> <li>• Thinking creatively and testing ideas/initiatives with colleagues (during team or line management meetings) to gain feedback and reach consensus on new initiatives.</li> <li>• Participating in training and professional development opportunities.</li> </ul>	<p>Contribution to overall team culture and performance (as agreed).</p>

<ul style="list-style-type: none"> <li>Supporting teamwork to achieve team performance KPI's.</li> </ul>	
<b>5. Administration and Record Keeping</b>	<b>KPI Measure</b>
<p>Key activities and responsibilities:</p> <ul style="list-style-type: none"> <li>Be aware of and participate in the delivery of annual budgets.</li> <li>Assist in the preparation of quarterly progress reports and forecasting (in accordance with requirements shared by line managers).</li> <li>Maintain accurate and timely records and notes in the fundraising database (Raisers Edge) and at all times keep proper records.</li> <li>Use the resources of AWC in a responsible manner.</li> <li>Act according to delegations and ensure processes and protocols are followed</li> <li>Acquire and maintain knowledge of all relevant policy, regulations and protocols in place for the management of philanthropic relationships.</li> <li>Ensure that any arrangements or agreements with donors are properly approved, administered and stored so that AWC maintains visibility as to arrangements made with donors.</li> <li>Ensure strict confidentiality of donor information.</li> </ul>	<p>\$fundraising income to \$expenditure</p> <p>Donor records maintained.</p> <p>Donor notes updated within 48 hours of receipt of new information.</p> <p>Donation receipts issued within 24 hours of gift processing (in collaboration with Development Operations team)</p>
<b>6. Undertake other tasks as required.</b>	<b>KPI Measure</b>
<p>Key activities and responsibilities:</p> <ul style="list-style-type: none"> <li>Champion AWC values and ONEAWC initiative.</li> <li>Ensure compliance with all relevant AWC policies – eg, OH&amp;S, finance.</li> <li>On request, undertake other specified tasks.</li> </ul>	As agreed