

Role Description

Designation:	Fundraising Programs Associate
Reporting to:	National Manager, Fundraising Programs
Supervising:	From time to time, supervises contract staff and volunteers
Based at:	Remote / WFH

Organisational Context

AWC is a pragmatic global conservation leader, restoring landscapes and providing hope for Australian wildlife. Guided by science, AWC delivers measurable conservation impacts at scale to secure the future of our most endangered species.

At AWC we are inspired by the unparalleled richness of Australia's wildlife, and we are united by our determination to protect its unique animals and landscapes. It is our mission to effectively conserve all Australian wildlife and habitats, and our vision is for a world where Australia's biodiversity is valued and effectively conserved by an engaged community.

The delivery of AWC's mission is highly reliant on all AWC collaborating with each other as a cohesive, engaged, collaborative, high performing group guided by strong, effective leaders.

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

- **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.
- **Operations** - delivering effective large-scale land management including fire management, feral animal control, weed control and infrastructure management.
- **Fundraising** - mobilising finance (primarily, tax deductible donations) from the public and philanthropists including through effective communication of AWC conservation programs.

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.

About the Role

The delivery of AWC's mission is highly reliant on all AWC collaborating 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.'

This is an exciting position where you will be contributing to the growth of AWC's donor pipeline by coordinating the fundraising appeals and community fundraising programs.

Reporting to the National Manager, Fundraising Programs and working collaboratively with the associated AWC team members, this is a hands-on role where you will be project managing the appeals process, as well as actioning internal/external processes; plus, regularly engaging with supporters. This role will also be responsible for coordinating AWC's future community fundraising strategy.

This position plays a crucial role in driving AWC's mission by coordinating direct marketing appeal campaigns and supporting community-based fundraising initiatives. Success in this role looks like:

Critical Competencies

- A passionate and genuine interest in the conservation of Australia's wildlife and their habitats.
- Experience working in an integrated fundraising program, or comparable role.
- Outstanding communication skills, with an emphasis on best practice fundraising practices.
- The ability to clearly convey an organisational mission and inspire support for that mission amongst a wide variety of stakeholders.
- 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.
- Proven experience in coordinating direct marketing and/or community fundraising campaigns, ideally within the not-for-profit sector.
- Strong organisational and project management skills, with the ability to juggle multiple initiatives.
- Excellent communication and interpersonal skills.
- Proficiency in CRM systems and fundraising platforms.
- A collaborative attitude and experience in working with cross-functional teams.
- A strong commitment to wildlife conservation and supporting AWC's mission.
- A strong work ethic including a willingness to travel, as well as extended hours and weekends as required.

Responsibilities

1. Campaign Coordination
Key activities and responsibilities: • Lead the planning and execution of direct marketing appeal campaigns each year. • Utilise multi-channel strategies, including direct mail, phone, and email, to maximise donor engagement. • Work closely with the relevant AWC team members to represent different supporter segments within campaigns. • Work closely with external agencies and mail house providers, ensuring efficient and timely delivery of campaign materials. • Oversee the development and coordination of campaign content, including copy and design, in collaboration with creative teams. • Assist in the development and monitoring of budgets for appeal and community fundraising activities. • Project manage the initiative to ensure it is cost-effective and within budget while achieving maximum impact.
2. Community Fundraising
Key activities and responsibilities: • Develop and support community fundraising initiatives to engage local supporters and promote engagement. • Coordinate with community groups, volunteers, and individual fundraisers to facilitate events and campaigns. • Provide resources, guidance, and support to community fundraisers to ensure successful activities. • Driving the functionality of community fundraising platforms to support this activity.
3. Data Management and Analysis
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. • Maintain accurate records of donor interactions and campaign performance. • Analyse data to evaluate the success of both direct marketing and community fundraising activities. • Prepare reports and provide insights to the National Manager, Fundraising Programs
4. Other Fundraising 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. • Work with the National Manager, Fundraising Programs to coordinate AWC's in-house gratitude program to welcome and thank new and ongoing donors. • Provide detailed post-appeal reporting and other ongoing analytics to inform decision-making and perform analysis of the success of programs.

• Support workplace giving programs by providing up to date content on related platforms.
5. Teamwork
Key activities and responsibilities: • Work collaboratively with relevant AWC team members on shared goals and strategies managed under the National Fundraising Program so that the areas coordinated by this role are aligned with other objectives. • Participate as a member of the broader Philanthropy team, providing guidance, insight and collaboration with other departments and working together to create a high-performance, cohesive culture. • Model one-AWC and the AWC values and foster the same in the team. • Coordinate and support other staff and volunteers in accordance with AWC policies.
6. Administration
Key activities and responsibilities: • Maintain fundraising data and records to best practice standards, ensuring strict confidentiality and security of donor information. Support team administration to ensure activity that crosses more than one donor segment or activity is aligned, efficient and effective. • Produce concise and accurate reports within required timeframes. Assist in the preparation of annual budgets. • Assist in the preparation of quarterly progress reports. Undertake general admin tasks as required to enable the role.
7. Undertake other tasks as required
Key activities and responsibilities: • Ensure compliance with all relevant AWC policies and procedures – e.g., OH&S, Finance. • On request, undertake other specified tasks as reasonably required by line manager or Chief Philanthropy Officer.