

**Designation:** Fundraising Programs Manager  
**Reporting to:** National Manager, Fundraising Programs  
**Direct reports:** Tele-fundraising Team  
**Based in:** Nationwide

### **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 work 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** '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 AWC collaborating with each other.

As AWC is entering an exciting new phase, we are seeking a talented and motivated fundraising professional to play a key role in our Philanthropy team. Reporting to the National Manager, Fundraising Programs this role will suit an experienced fundraiser with experience in Direct Marketing, Regular Giving and Supporter Experience.

We are embarking on several exciting projects across the organisation including the development and implementation of a mid-value donor strategy. Experience in this area would be highly regarded.

### **Position Summary**

The **Fundraising Programs Manager** is a critical role for AWC as we work toward our ambitious goal to double fundraising by 2035.

Working in collaboration with the Philanthropy and Communications teams, this dynamic role involves developing and executing multi-channel campaigns across platforms such as direct mail, telemarketing, email, SMS, and social media. With a strong focus on growing the pipeline,

this position requires implementing effective retention and acquisition strategies, whilst managing a portfolio of high-level mid-value donors.

This pivotal position holds primary responsibility for championing excellence in donor retention across cash giving, regular giving, and mid-value donor programs. In pursuit of this goal, the Fundraising Programs Manager will provide inspirational leadership to the internal donor care tele-fundraising team, ensuring a high-performing, motivated group that consistently delivers outstanding supporter experiences and maximises fundraising outcomes.

### **Critical Competencies**

1. Proven experience in fundraising direct marketing.
2. Experience in implementing multichannel direct marketing campaigns.
3. Experience in managing supplier relationships e.g. mail houses, printers, and agencies.
4. People management experience.
5. CRM database experience, Salesforce preferred but not essential.
6. Proficiency in Microsoft Office products and project management platforms.
7. Strong understanding of donor engagement principles and fundraising lifecycle.
8. Ability to interpret data and translate insights into strategy.
9. Excellent communication and project management skills.
10. Familiarity with privacy regulations and ethical fundraising standards.

### **Desirable Qualifications**

- Experience with CRM database Salesforce.
- Experience with Salesforce Marketing Cloud would be highly regarded.

### **Key Responsibilities**

<p><b>1. Champion Donor Retention Excellence</b></p> <ul style="list-style-type: none"><li>• Provide inspiring leadership to the Donor Care team, fostering deep and lasting engagement with our valued supporters.</li><li>• Design and deliver innovative, data-driven retention strategies for the Wildlife Guardians regular giving program, ensuring donors feel connected and appreciated at every stage.</li><li>• Oversee the full lifecycle of direct marketing retention and conversion campaigns, from concept to execution, maximising impact and strengthening donor loyalty.</li><li>• Play a pivotal role in elevating AWC's retention benchmarks, setting the standard for excellence across the sector.</li><li>• Work collaboratively with the Philanthropy and Communications teams to present a unified and compelling message to AWC donors.</li><li>• Deliver clear and timely plans and briefings to the Communications team for all communications requirements to enable high quality work to be delivered.</li><li>• Collaborate and consult with the Communications team to ensure two-way leverage of fundraising and communications insights and creative ideas across communications channels to drive messaging impact.</li><li>• Continuously test, refine, and optimise engagement and onboarding initiatives, ensuring we lead the way with industry-best retention outcomes.</li><li>• Manage relationships with a small portfolio of high-value mid-level donors to upgrade their support.</li></ul>
<p><b>2. Driving Multichannel Fundraising Campaigns</b></p>

- Spearhead the development and execution of cutting-edge, data-driven direct marketing strategies designed to attract and retain supporters, accelerating growth across both regular giving and mid-value donor programs.
- Collaborate closely with the National Manager, Fundraising Programs to craft and deliver a dynamic, integrated mid-value donor strategy, leveraging multiple channels to maximise engagement and impact.
- Expand and diversify donor support, unlocking increased lifetime value and ensuring successful progression through the donor pipeline.

### **3. Analytics & Reporting**

- Drive comprehensive analysis and reporting across campaigns, delivering insightful post-campaign evaluations packed with actionable recommendations to fuel ongoing excellence.
- Work with the Philanthropy Operations team to unlock strategic insights from donor and supporter data, shaping conversion, engagement, and acquisition strategies.
- Lead the identification and interpretation of internal retention trends, benchmarking performance against industry standards to ensure AWC remains at the forefront of donor stewardship.

### **4. Innovation & Continuous Improvement**

- Proactively monitor emerging donor behaviours and fundraising trends, seamlessly integrating these insights into forward-thinking engagement and growth strategies.
- Pioneer and rigorously test innovative donor engagement approaches, continually pushing the boundaries to elevate supporter experiences.
- Champion the adoption of fundraising best practices, inspiring a culture of excellence and facilitating impactful internal training to enhance team capability.

### **5. Undertake other tasks, as required**

- Upon request of the National Manager, Fundraising Programs, undertake other tasks, as required.
- Comply with AWC policies and procedures.