

Position Profile

Designation:	Gifts in Wills Associate
Reporting to:	National Manager, Fundraising Programs
Based in:	Subiaco, Perth Head Office

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 working collaboratively with each other as a cohesive, engaged, collaborative, high performing group guided by strong, effective leaders.

AWC values:

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 working collaboratively with each other.

About the Role

This role is a part-time role (0.5 FTE, 19 hours per week) that supports the growth and sustainability of AWC's Gifts in Wills program by working closely with the Gifts in Wills Senior Associate.

The role provides high-quality support across donor engagement, stewardship and pipeline management. It focuses on identifying, cultivating and progressing Gifts in Wills supporters through structured, donor-centred engagement, with the objective of increasing confirmed Gifts in Wills and strengthening lifetime relationships with AWC supporters.

Critical Competencies

- A solid understanding about legacy giving and gifts in Wills (bequest) fundraising.
- Experience in fundraising, donor stewardship or supporter engagement.
- Strong interpersonal and communication skills, including confidence conducting telephone-based and in-person conversations.
- High standard of written communication specifically for donors.
- Demonstrated ability to build rapport and trust with supporters and donors, especially people of a senior age.
- Strong organisational skills and attention to detail.
- Ability to manage confidential information with sensitivity and professionalism.
- Sound experience working with databases or CRM systems (ideally Salesforce).
- Demonstrated ability to work productively both autonomously and as a member of a team.
- Proven capability to work effectively both independently and collaboratively within a team.

Desirable

- Experience working with older donor cohorts.
- Familiarity with Salesforce.
- Interest in or alignment with conservation, environmental, or not-for-profit work.

Qualifications

- N/A

Eligibility and Pre-employment Checks

- Eligibility to work in Australia.
- A current National Police Check, or willingness to obtain one prior to commencement.

Inherent Requirements of the Role

The tasks associated with the position is primarily office-based, however from time-to-time, you will be expected to travel to sites located in rural and semi-remote locations and can occasionally be away from an established field base. Whilst on site, the working environment can be outdoors and often in the extremes of weather – hot/cold and wet/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 physically capable of performing these activities to carry out the inherent role responsibilities.

Responsibilities

1. Donor Engagement and Development

Key activities and responsibilities:

- Build and maintain relationships with Gifts in Wills prospects, information seekers, intenders, and confirmed bequestors as directed by the Gifts in Wills Senior Associate.
- Deliver sensitive, respectful, and values-led engagement through telephone, written, and digital channels.
- Progress donors through the Gifts in Wills pipeline using structured moves management approaches.
- Encourage confirmation of Gifts in Wills intentions in line with ethical fundraising practice.

2. Gifts in Wills Program

Key activities and responsibilities:

- Conduct inbound and outbound engagement with Gifts in Wills prospects and supporters.
- Support the delivery of Gifts in Wills campaigns, appeals, and stewardship communications.
- Provide accurate and timely donor follow-up, acknowledgements, and information.

3. Data Management, Compliance, and Reporting

Key activities and responsibilities:

- Maintain accurate and up-to-date records of donor interactions, intentions, and outcomes within AWC's CRM.
- Ensure Gift in Will donor activities comply with Australian laws, AWC policies, and fundraising standards.
- Contribute to reporting on Gifts in Wills activity, pipeline performance, and supporter engagement.

4. Collaboration and Continuous Improvement

Key activities and responsibilities:

- Work collaboratively with Philanthropy and Marketing Communications teams to deliver a consistent and positive donor experience.
- Contribute ideas to improve Gifts in Wills processes, donor journeys and communications.
- Represent AWC professionally in all donor interactions and internal and external collaborations.