

Position Profile

Senior Visitation Specialist

Designation:	Senior Visitation Specialist
Reporting to:	Chief Philanthropy Officer
Team:	Philanthropy
Direct reports:	N/A may supervise project staff, contractors, and partners as required
Based in:	Flexible (with National responsibilities)

About AWC

AWC is a pragmatic global conservation leader, restoring landscapes and securing the future of Australia's most endangered wildlife through science-led, measurable impact at scale. Inspired by the richness of Australia's biodiversity, we are united by a shared commitment to protect its unique animals and habitats.

Delivering this mission depends on OneAWC: a cohesive, engaged and high-performing organisation, guided by strong leadership and shared values. Every role at AWC contributes to our mission and works collaboratively towards shared conservation, safety and organisational outcomes.

AWC Values

All roles at AWC are expected to demonstrate the following values:

- **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.

Inherent Requirements of the Role

AWC operates across diverse landscapes throughout Australia, including regional, rural and remote locations. This role may require travel to, and work at, conservation sites that are geographically isolated and logistically complex.

Work in these environments can be physically, mentally and environmentally demanding. Conditions may include limited access to services, variable or extreme weather, extended travel times and periods away from home. Depending on operational needs, the role may involve outdoor work, walking on uneven terrain, manual handling or carrying equipment, driving manual 4WD vehicles, and complying with AWC health, safety and biosecurity procedures. The role holder must be able to safely and effectively perform these inherent requirements, with reasonable adjustments where appropriate.

Role Purpose

The **Senior Visitation Specialist** plays a critical leadership role in advancing AWC's mission through the strategic goal of *connecting people to nature*. You will lead the strategic development and management of nature-based visitation experiences and partnerships across AWC sanctuaries and operations.

Reporting to the Chief Philanthropy Officer and working closely across the Philanthropy division and all parts of AWC, this role is responsible for:

- identifying and assessing opportunities for deeper visitation experiences within AWC's sanctuary network,
- Support current visitor programs across the sanctuary and partner network, ensuring consistency of experience, program, and branding.
- seeking to identify carefully selected partners to deliver conservation-aligned visitation experiences that support AWC's values, reputation, and long-term sustainability.

Partnerships are designed to provide a pipeline for new philanthropic support from partners and their customers/visitors.

The role will undertake a strategic assessment of AWC's current visitation, engagement, and partnership ecosystem, identifying opportunities to strengthen infrastructure, enhance visitor pathways, increase audience reach, and maximise long-term conservation and philanthropic outcomes. This role is expected to think entrepreneurially and strategically about how AWC can leverage its sanctuary network, brand, partnerships, and conservation assets to create scalable, mission-aligned engagement opportunities.

Critical Competencies

- **Partnership development and management:** Proven ability to develop, negotiate and manage complex partnerships.
- **Strategic judgement:** Strong strategic judgement, with demonstrated ability to balance conservation outcomes, risk and commercial considerations.
- **Stakeholder engagement and relationship management:** High-level stakeholder engagement and relationship management skills.
- **Communication:** Strong written and verbal communication skills.
- **Scalable engagement opportunities:** Demonstrated ability to identify scalable engagement opportunities that balance conservation integrity, audience growth and commercial/philanthropic sustainability.
- **Continuous improvement:** A practical improvement mindset, identifying recurring process issues and translating these into useful checklists, guidance, training and workflow improvements. .
- **Professional working relationships:** demonstrated experience working respectfully and professionally with others, including in diverse, remote or high-risk environments
- **Conservation commitment:** A genuine interest in AWC's conservation purpose and willingness to work collaboratively in support of that purpose.

Qualifications

- Tertiary qualifications in tourism, conservation, business, partnerships, or a related field is preferred.

Licences/Certificates

- Legal right to work in Australia.
- Current driver's licence; remote and off-road experience desirable.

Experience

- Significant senior experience in nature-based visitation, sustainable tourism, and conservation partnerships.
- Experience managing the commercial aspects of a tourism business including budget management, sales & marketing, staff selection, and training etc.
- 7+ years' experience in senior partnership, visitation, or related leadership roles.

Key Outcomes and Responsibilities

1. Nature-Based Partnership Strategy & Development

Key activities and responsibilities:

- Lead AWC's strategic approach to nature-based visitation partnerships across the sanctuary network, designed to build a pipeline for new philanthropic support.
- Identify and assess partnership opportunities that align with AWC's mission, values, and conservation priorities, and that can generate a pipeline for new philanthropic support (from partners and/or their customers/visitors).
- Develop strategic relationships with aligned organisations, tourism operators, educational institutions, media platforms, and experience partners to expand awareness, visitation, and philanthropic engagement with AWC.
- Provide expert advice to senior leaders on visitation-related opportunities and risks, including the strength of the philanthropic pipeline and forecast financial support.

2. Partnership Management & Governance

Key activities and responsibilities:

- Build and manage long-term relationships with approved partners, with a clear focus on developing a pipeline for new philanthropic support.
- Lead due diligence, negotiation, and approval processes for new partnerships, ensuring each partnership includes a practical pathway to generate philanthropic support (partner, customers/visitors, or both).
- Ensure agreements align with sanctuary operations plans, science and include agreed philanthropic objectives and reporting requirements.
- Monitor and review partnership performance across experience quality, brand, and financial outcomes, including growth in audience reach, supporter acquisition, visitor engagement, data capture, philanthropic conversion, and long-term donor pipeline development.
- Explore innovative engagement and visitation models that deepen connection to nature while supporting conservation outcomes and long-term organisational sustainability.

3. Existing/Current visitor management programs

Key activities and responsibilities:

- Support current visitor programs across the sanctuary and partner network, ensuring consistency of experience, program, and branding.
- Identify opportunities to enhance the exposure and appeal of AWC visitor programs (e.g., marketing, materials, engagement with local communities)
- Work closely with sanctuary and management teams to ensure visitor programs add value to AWC and minimise impact to delivery of conservation programs.

4. Internal Collaboration & Support

Key activities and responsibilities:

- Work closely with the engagement team and broader Philanthropy team, sanctuary managers, and operations as well as science teams to plan and deliver visitation activity that strengthens the pipeline for new philanthropic support.
- Share expertise and build internal capability around responsible visitation and partner-enabled philanthropic conversion.

5. Risk Management & Quality Assurance

Key activities and responsibilities:

- Ensure best practice risk management, safety, and compliance across all partnership activities.

- Identify and manage reputational, environmental, and operational risks associated with visitation.

6. Performance & Reporting

Key activities and responsibilities:

- Establish and monitor KPIs for ROI on sanctuary-based experiences, including partnership performance and conservation outcomes, as well as philanthropic pipeline metrics (leads, enquiries, donations) and monitoring conversion rates (e.g., visitor-to-donor and partner-to-donor conversions).
- Prepare reporting and recommendations to support strategic decision-making.
- Contribute to planning and budgeting processes.

7. Other duties consistent with the scope, level and purpose of the role

Key activities and responsibilities:

- Champion AWC's values and OneAWC culture.
- Represent AWC in external forums and strategic discussions.
- Undertake other duties consistent with the seniority of the role.