

# Australian Wildlife Conservancy

**Designation:** Systems and Data Officer  
**Reporting to:** Senior Systems and Data Analyst  
**Based in:** Perth/Melbourne/Sydney

## 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'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 is '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

As AWC enters an exciting new phase, we are seeking a talented and motivated professional to play a key role in our Philanthropy Operations team. Reporting to the Senior Systems and Data Analyst, this role is ideal for someone who has hands-on CRM experience and is looking to grow their skills in data and systems management.

This role is well suited to a technically minded candidate with strong attention to detail and Salesforce experience, the role offers the opportunity to build capability in CRM administration, data quality and reporting. You will be supported to grow your technical skills while contributing to the smooth running of AWC's fundraising systems and processes. This position performs a broad range of data and systems duties, supporting fundraising operations for AWC.

Duties include:

- Provides programmatic support in the areas of CRM database management, donor relations, gift administration, stewardship, event management and communications.
- Ensures compliance with all data privacy requirements.
- Provides ongoing data audits and cleansing to ensure datasets are maintained accurately.
- Supports the data management associated with the processing of gifts and other income.
- Supports the marketing and communication of AWC and fundraising through accurate and appropriate data segmentation, analysis and distribution list production.
- Ensures that AWC's online fundraising system is maintained and functional.

### Critical Competencies

1. **A passion and curiosity for change:** including comfort with ambiguity, challenging the status quo, and a commitment to quality.
2. **Getting things done:** strong planning and organisational skills, including a demonstrated ability to prioritise and execute a number of tasks in an efficient manner.
3. **Working with people:** strong communication and interpersonal skills including the ability to establish and maintain relationships with a diverse range of stakeholders.
4. **Proven data management skills:** a solution focused strategic thinker with data and/or tech experience, exceptional attention to detail, and demonstrated experience working with CRM data (fundraising or similar), with an interest in developing deeper systems and data management skills.
5. **Proven competency in a range of IT skills/toolsets:** including data maintenance, database queries, Mailchimp (or similar platform), complex Microsoft Excel spreadsheets and other components of the Microsoft Office suite.
6. **Strong written and verbal communication skills:** critical thinker with proven analytical abilities, strong written and oral communication skills
7. **Administration/compliance:** demonstrated ability to comply with organisational policies and standards as well as industry regulations and guidelines (including data privacy and cyber security).

### Qualifications and Pre Employment Requirements

- Undergraduate degree in a relevant discipline, or commensurate experience (preferably in a fundraising, data analysis, or CRM software support context).
- Current National Police Clearance, or willingness to obtain prior to commencement.
- Valid Australian working rights.

### Core Responsibilities

<b>1. Database management</b>
<ul style="list-style-type: none"><li>• Provides on-site expertise for AWC's fundraising CRM, Email Marketing Systems, Online Donation Platform and other associated systems.</li><li>• Perform database maintenance to identify and amend incorrect data and duplicate entries/records.</li></ul>

- Prepare and maintain data import templates; executing regular data imports from multiple sources, with careful attention to formatting, data hygiene, and matching with existing records.
- Build reports to accurately identify lists of constituents and create reports as requested by Philanthropy and senior executive staff.
- Create, analyse, and prepare distribution lists for communications management (eNews, events, functions).
- Produce reports to track, analyse and evaluate the performance of fundraising and marketing programs/campaigns.
- Enter constituent data, including actioning appropriate follow up for missing/incomplete information.
- Other database management duties as required.

## **2. Optimize technology and processes used**

- Take ownership of database management tasks, seek to optimise processes wherever necessary, and contribute to the documentation of procedures related to data and fundraising operations management.
- Analyse and automate repetitive tasks to improve Philanthropy Operations team performance.

## **3. Support effective communication with AWC supporters**

- Support the creation of electronic communications in the preferred email distribution platform using in-built design templates.
- Assist in the management of communication lists.
- Assist with building and manage supporter journeys to enable highly refined targeting with hyper personalised messages which support fundraising programs and strategies.

## **4. Assist with the development and implementation of training programs**

- Assist with the implementation of training programs for the Philanthropy team including correct data entry and reporting.

## **5. Ensure data privacy and cyber security**

- Comply with high level of data privacy and cyber security for all Philanthropy Operations activities, databases, and other assets.

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

- Upon request of the Senior Systems and Data Analyst or Philanthropy Operations Manager, undertake other tasks, as required.
- Comply with AWC policies and procedures.