



## **Position Description**

### **Digital Fundraising Officer**

Use your fundraising and digital marketing skills to make a real difference for our Great Barrier Reef and Australia's oceans.

We're seeking applicants who are committed to increasing the impact of a highly effective environmental group. If you're looking for a long-term role in a supportive environment with room to grow, where your skills will be nurtured and developed, then read on.

The Australian Marine Conservation Society is one of Australia's most influential environmental charities, using online and offline campaigns and advocacy to inspire people to protect Australia's ocean wildlife. Our fundraising program is responsive and digitally driven, and our Digital Fundraising Officer will play a core role in increasing the power and impact of our programs. We seek a passionate fundraiser and marketer with demonstrated digital skills to join our growing team.

As part of our core team, you will be provided with professional development opportunities and encouraged to continuously grow your expertise. Data-driven thinking and problem solving will be highly valued and there will be opportunities to innovate and drive your own programs. If you are a dynamic and effective fundraiser who thrives in a fast-paced environment, looking for a stimulating workplace where you can grow skills, then we encourage you to apply.

<b>Job Title:</b>	Digital Fundraising Officer
<b>Location:</b>	AMCS National Office, Brisbane. There is some flexibility around location for a highly experienced candidate.
<b>Salary:</b>	\$60,000 - \$70,000 plus superannuation contributions of 10%
<b>Hours:</b>	Full time, 5 days per week
<b>Contract period:</b>	2 years
<b>Reporting:</b>	The position reports to the Fundraising Manager.

**Purpose of position:**

In this role you will execute our digital fundraising and acquisition programs, primarily through EDM and social media channels. You will be responsible for growing our list of supporters and raising funds through our email list, website and other digital platforms.

Your background and mixed skills in marketing, digital and fundraising will help you to analyse the effectiveness of our digital programs, to continually optimise and deliver highly impactful appeal and acquisition programs that grow with the market.

**Main tasks and responsibilities:**

In this role, you will be in charge of delivering our acquisition and lead generation programs, building our supporter base through a variety of sources, and running on-boarding programs to nurture and convert our supporters into donors. This role also encompasses the digital component of all appeals and regular giving conversion drives. You will;

**Increase our income from new and existing donors:**

- Coordinate the schedule and content to deliver email appeals suites, including emergency response appeals.
- Deliver and test social media appeal content and approaches.
- Report and analyse the effectiveness of digital appeal suites and design tests to deliver optimisation.

**Grow the size and financial value of our email list:**

- Implement digital lead acquisition programs that target those most likely to become AMCS donors.
- Develop creative concepts to acquire digital leads from new sources, or utilising new techniques.
- Conduct ongoing assessment and optimisation of donation pages to increase impact, donor conversion and fundraising revenue.

**Convert digital supporters to donors:**

- Develop, test and optimise on-boarding, donor conversion and donor care journeys.
- Design marketing automation workflows for donor acquisition, conversion and engagement.
- Create digital content for AMCS's automated marketing, donor journeys and appeals together with our communications team.
- Produce a schedule of material to engage new donors and increase repeat giving.
- Report and analyse effectiveness of donor acquisition programs and donor care journeys.

**Work with the AMCS team:**

- Support the fundraising manager with digital fundraising strategy & reports.

- Support the fundraising team in delivering digital components of omni channel fundraising campaigns.
- Support our communications team to deliver our Facebook advertising projects & emails.
- Intermittently support our fundraising team on other aspects of our fundraising.

**Essential Selection Criteria:**

- Relevant degree or qualification in marketing or related field OR minimum 2 years' experience in digital marketing or fundraising.
- Demonstrated experience in digital marketing or fundraising, utilising email and social media channels for lead acquisition/supporter growth.
- Understanding of email marketing, social media and digital tracking and analytics tools.
- Demonstrated experience or understanding of fundraising and its parallel to direct marketing.
- A proficiency in handling data, with a basic understanding of CRMs, intermediate excel skills and a strong grasp of the importance and methods of maintaining data hygiene for a fundraising program.
- Ability to uphold the AMCS values and work in a positive constructive manner with a multi-disciplinary team.

**Desirable Selection Criteria:**

- Commitment to protecting Australia's oceans.
- Experience in a volunteer or paid role for a not-for-profit.
- Working knowledge of optimisation techniques to deliver the best digital user experiences.
- Experience using Form Assembly or Salesforce.
- Demonstrated experience in digital analytics suites.
- Experience with Customer Relations Management systems.
- Ability to work well in fast-paced environments.
- Autonomy, ownership over projects and ability to self-direct.

**About AMCS**

The Australian Marine Conservation Society is the voice for Australia's oceans. We are an independent not-for profit charity, working on the big issues concerning the sea. We protect marine wildlife, combat carbon pollution, make our fisheries sustainable and create marine sanctuaries, places in the sea where our wildlife is safe from harm. We do this by creating social, legislative and policy change. Our committed group of professional and passionate scientists, educators and advocates has defended Australia's oceans for over 50 years.

## Our Values

*Integrity. We are trusted, credible, independent and ethical in our actions.*

*Courage. We are brave, respectful and honest advocates for marine life.*

*Passion. We demonstrate commitment to and care for our oceans in all we do.*

*Solidarity. We work together, embracing equity, diversity and inclusivity.*

*Effectiveness. We are driven, professional, agile and resilient, working to deliver the best outcomes for Australia's people and wildlife.*

## Application details

Applications are required by 9am on 11th November 2019. All applications should be submitted by email with the subject: **Application: Digital Fundraising Officer.**

They must include a statement (maximum 2 pages) addressing **all of the essential selection criteria**, a covering letter and resume of previous employment experience.

Please email applications to [recruitment@amcs.org.au](mailto:recruitment@amcs.org.au)

For more information about the position please contact AMCS Fundraising Manager, Jacinta McLennan on 07 3846 6777.

AMCS is a strictly non-partisan and equal opportunities employer. Indigenous Australians are encouraged to apply.

Applicants must have the right to work in Australia.