



Position Description: Fundraising Manager (Application Deadline Extended)

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

We're seeking an expert fundraiser, experienced in managing teams and programs to lead our fundraising team and increase our impact. 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 has been protecting Australia's oceans and marine life for over 50 years. We are one of Australia's most influential environmental charities. As an independent, not-for-profit conservation group we advocate for the changes necessary to safeguard our oceans and their wildlife, which are some of the richest and rarest on earth.

Our fundraising program is responsive and digitally driven, and our Fundraising Manager will drive the increased impact of our programs. Data-driven thinking and problem solving will be highly valued and there will be opportunities to innovate and drive your programs to achieve growth and stability. If you are a dynamic and effective fundraiser who thrives in a fast-paced environment, looking for a stimulating workplace with a supportive environment then we encourage you to apply.

Position Title: Fundraising Manager

Location: AMCS HQ, Brisbane (preferred)

Salary: \$90,000-\$110,000 per annum, plus 11% superannuation and additional leave benefits.

Hours: Full time, 38 hours per week (part-time (30 hours/week minimum) will be considered for exceptional candidates)

Contract period: Initial two-year contract, with a view to extension.

Purpose of the position:

Lead the experienced Fundraising Team at Australia's peak marine conservation group to drive our fundraising and revenue strategy and defend Australia's ocean wildlife. You will be responsible for driving successful strategy to grow our primarily individual giving and major gifts program, as well as further developing corporate partnerships, bequests and grant opportunities.

This position works closely with our communications, operations and campaign teams to ensure our fundraising packs a punch in the advocacy space, and is delivered in a timely, cohesive manner which gives our supporters the best possible experience.

Reporting:

The position reports to the AMCS Chief Executive Officer and manages our Fundraising Team.

Positions that report to this post: Individual Giving Manager (reports: Digital Fundraising Officer, Regular giving Coordinator), Donor Care Officer. Works closely with the Major Relationships Specialist.

Key Functions

As the AMCS Fundraising Manager you will lead our Fundraising Team, planning, implementing and monitoring our key fundraising activities. You will provide strategic oversight across our revenue raising programs, ensuring their cohesive function to create a high value, low cost pipeline. Working closely with our Operations Team you will ensure the retention of our supporters, to deliver high lifetime value. You will be the senior fundraising approval on fundraising communications across all channels (primarily digital, telemarketing and direct mail).

This is a senior leadership position within the organisation. You will also contribute to and be a key part of the AMCS leadership team to deliver on our strategy, growth and effectiveness.

Primary tasks and responsibilities:

Oversee, plan and deliver fundraising programs:

- Oversee AMCS appeal, acquisition and regular giving programs to hit yearly income targets
- Work strategically on all revenue raising activities to hit yearly targets and achieve growth
- Oversee AMCS fundraising programs to ensure growth in donor volume and also existing donor lifetime value
- Ensure retention and care programs are optimised for highest impact
- Seek out and respond to arising fundraising opportunities
- Use industry insights and insights gained from our own data to move donors through into the VIP section of the AMCS donor pipeline

Develop and Implement the AMCS Fundraising Strategy:

- Oversee, monitor and keep updated the 3 year Fundraising Strategy, working with the Major Relationships Specialist and Fundraising Team
- Develop and oversee operational annual plans and budgets for fundraising programs working with the Major Relationships Specialist and Fundraising Team
- Develop the annual fundraising budget, with month by month income and expenditure forecasts per program
- Monitor income and expenditure against this budget and optimise and respond as necessary
- Review existing process for the monitoring, evaluation, optimisation and reporting on the effectiveness of AMCS's fundraising programs
- Ensure Board, CEO, the leadership team and relevant staff have timely and accurate information on fundraising programs and activities

Manage AMCS Fundraising Team:

- Lead and manage the Fundraising Team to deliver effective fundraising across our acquisition, appeal, regular giving and other revenue raising programs
- Work with the Major Relationships Specialist to deliver effective growth and integration of VIP programs with the individual giving strategy
- Ensure the Fundraising Team is supported to fulfill their responsibilities and impact and meet performance targets, and provide for their training and career development
- Liaise with the Communications, Operations and Campaign Teams for content coordination, capacity planning and other functions required for the smooth delivery of fundraising programs

Supporting database development and data health:

- Ensure the AMCS database supports the fundraising and supporter programs. Liaise with internal and external database experts to resolve issues, setup integrations and ensure the smooth extraction and input of data for fundraising programs
- Participate and represent Fundraising Team in the Website and Database Steering Committee

Ensure adequate fundraising systems and policies:

- Ensure the AMCS website supports the fundraising and supporter programs
- Support the Operations Manager to meet state by state reporting requirements
- Maintain up to date organisational fundraising policies and procedures

Essential Selection Criteria

- At least three years' demonstrated leadership experience in managing and implementing individual giving based fundraising programs for income growth
- Demonstrated ability to develop and implement fundraising programs in digital, telemarketing and direct mail channels
- At least three years' experience managing fundraising staff or teams
- Excellent organisational skills, ability to drive multiple concurrent projects and schedule and communicate across a variety of stakeholders
- Experience in developing and implementing a fundraising strategy
- Demonstrated knowledge and ability to work with fundraising data, extractions for programs and reports for insights

Desirable Selection Criteria

- Knowledge of, experience in and interest in conservation or environmental issues or experience in an advocacy-based organisation
- Great communications skills, with the ability to copywrite and edit
- Demonstrated experience with digital fundraising
- Experience working with Salesforce Not-for-profit success pack CRM
- Tertiary qualification in marketing or fundraising industry body accreditations

About AMCS

The Australian Marine Conservation Society is the voice for Australia's oceans. We are an independent not-for-profit charity. We deal with the big issues concerning the sea, working with the community to protect our marine wildlife, tackling major threats to our oceans and creating marine sanctuaries, places in the sea where sea life is safe from harm. Across our campaigns we tackle climate change - the biggest existential threat to our ocean planet, with our Great Barrier Reef at the fire front. We are a committed group of professional and passionate scientists, educators and advocates who have 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 for this position close **9am (AEST) on Wednesday 27 January 2021**. Applicants are encouraged to apply as soon as possible.

To apply please forward your current CV and a cover letter briefly addressing the essential selection criteria (maximum two pages) to recruitment@amcs.org.au. Please include 'Fundraising Manager' in the title of your email when submitting your application.

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

Please Note: Applicants must have the right to work in Australia. That is, you must be an Australian citizen or permanent resident or a New Zealand citizen, or hold a valid visa with permission to work on an ongoing basis.

For all enquiries about this position please contact Jacinta McLennan on 0401 458 971.