

Direct Marketing Officer (Individual Giving)

We are seeking a storyteller, a data deep diver, a project production powerhouse and a lover of all thing's nature wrapped up in one human-sized package. Are you the one that we've been waiting for?

- Full-time permanent position with a salary of \$74,054 per annum plus 10% superannuation
- Located in Melbourne or Brisbane – the choice is yours!
- Come and experience our award-winning organisational culture for yourself!

Who is the ACF?

When it comes to our environment, the Australian Conservation Foundation has been leading the way in protecting our living world for over half a century.

We are the national environment organisation committed to caring for Australia's unique and beautiful wildlife and natural world. We're inclusive, non-partisan and funded by Australians.

Whether it's advocating for the Great Barrier Reef, Tasmania's forests or koalas snoozing in big old trees, our dedicated community of over 700,000 supporters are constantly working to create a world where forests, rivers, people and wildlife thrive.

What's the gig?

The Direct Marketing Officer is the superstar who makes ACF's individual giving appeals happen. From idea to implementation, they are responsible for the complete project management of fundraising campaigns across a range of channels including email, online and direct mail.

The Direct Marketing Officer develops engaging and inspiring fundraising copy and content for appeals, working across the organisation to integrate messaging with our current campaigns. They liaise with other ACFer's and external agencies to get the job done, and then they eagerly analyse the data and report back on the effectiveness of each campaign always looking for ways we can do it better.

About you!

You are a compelling storyteller who inspires our audience to action.

You have experience developing and delivering direct and digital marketing programs on time and within budget and you love working with people and pulling together all the pieces to produce fundraising campaigns that get people talking.

You are delighted by data and using CRM's to analyse how you're tracking and you're always looking for ways to increase our impact.

Of course, you are a big fan of nature and the idea of using your skills to help protect Australia's unique and beautiful wildlife and the places we all love is the dream gig you've been waiting for.

Want to throw your hat in the ring?

You'll find the full position description on our website at www.acf.org.au/work_with_us

Send us your expression of interest including a cover letter (maximum one page) and resume combined in one document (word or PDF) AND one of the following (your choice!):

- A short selfie video telling us about yourself and addressing the Key Selection Criteria from the Position Description (the video doesn't have to be flash, just authentic),
- OR
- A written statement addressing the Key Selection Criteria from the Position Description (no more than two pages).

Want to have a chat before you click send? You can contact Coby Hailes at coby.hailes@acf.org.au or call her on 0410 628 839 with any burning questions you might have.

Applications close **9am Monday 7th September 2020**, but we may contact you to progress to the next stage of recruitment prior to the close date, so get in early! We want to hear from you!

ACF is committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants. We actively encourage Aboriginal and Torres Strait Islander people, people from CALD backgrounds, LGBTIQA+ people, people with disability and others who have diverse experiences of our world to apply for this opportunity. Applicants must have the right to live and work in Australia to be considered for this job.

As part of ACF's recruitment process, a criminal background check will be conducted.

We request no agency contact please.