



FUNDRAISING SPECIALIST

(WACOL – FULL TIME)

Together we change lives

- Use your creativity and communication skills to raise vital funds for animals in need
- Join a diverse, supportive and high-performing team
- Negotiable salary based on skills and experience

Are you an experienced fundraiser with a flair for copywriting and love for animals? Combine your passions and take the next step in your fundraising career with this rare opportunity to join a leading not-for-profit.

About the Organisation

RSPCA Queensland is the state's largest animal welfare organisation dedicated to improving the lives of all domestic, farmed and native animals throughout Queensland. Our mission statement is simple, but powerful: Together we change lives.

We are a passionate group of people who pride ourselves on creating positive outcomes for animals and the community. Our team is made up of people from all walks of life and together, we create a fun and supportive culture where each person is encouraged and enabled to thrive.

About the Role:

As Fundraising Specialist, you will play a key role in the high-performing Fundraising team by coordinating all Individual Giving appeals and other mass communication activity.

Reporting to the Fundraising Manager, you will be responsible for implementing the operational plan for the single gift program, encompassing quarterly appeals, donor impact newsletters, giving days, and virtual giving. You'll work closely with various external suppliers, as well as your colleagues within the Fundraising and Marketing teams.

Your day-to-day duties will include:

- Coordinating the delivery of four direct mail appeals, four donor impact newsletters, two giving days, emergency appeals and other projects as identified
- Management of the RSPCA Queensland membership program and coordination of the Annual General Meeting
- Tailored copywriting for appeals, emails and other associated fundraising communication
- Creating and implementing eDM donor journeys including creative set up and managing audiences
- Creating websites or microsites if required with the support of the wider Fundraising and Marketing teams
- Liaising with multiple internal departments to source appropriate case studies
- Liaising with printers and mail houses to coordinate high-quality print and production of direct mail appeals
- Analysing and optimising campaign performance, including budget and KPI tracking and reporting

To be successful in this role, you will have:

- Demonstrated experience in a similar role or team environment
- Experience working positively with multiple internal and external stakeholders
- Creative flair with above average communications skills (written and verbal)
- Demonstrable ability to craft emotive, engaging and supporter-centric fundraising copy
- Relevant experience in data analysis and reporting, including the use of CRM systems (experience in Salesforce would be an advantage)
- Membership of the Fundraising Institute of Australia is desirable

This is a full time, permanent position, working 40 hours per week (38 hours plus 2 reasonable additional hours). Due to the nature of this role, some after hours, weekend work or travel may be required.

About the Benefits

RSPCA QLD genuinely value each of our employees and we actively seek to provide a fun, secure and supportive workplace with benefits including:

- Opportunities for professional development
- A diverse, friendly team and inclusive organisational culture
- Free, on-site parking and close proximity to public transport
- Countless opportunities to interact with the animals in our care
- On-site café with staff discounts

How to apply:

Please [click here](#), or please visit www.seek.com.au and search using the keywords 'Fundraising Specialist', location 'Wacol' and follow the application instructions.