**Job Title:**
Fundraising Copywriter (Contract)

**About the role:**

We’re looking for a mid to Sr. Fundraising Copywriter to join our in-house creative team as part of a 6 month contract.

Reporting to the Creative Director, this fundraising-focused copywriter will lead copywriting that gets attention, evokes emotion and drives results across not-for-profit campaigns.

In this role, you’ll create campaign platforms and concepts, taglines, scripts, social ads, emails, letters, landing pages, SMS, SEO and more. You’re comfortable leading campaigns, and working collaboratively with an art director, designers, strategists, and clients. You’ll add excitement to peer-to-peer campaigns, bring clarity to landing pages, and develop campaign concepts that cut through.

While the vast majority of our work is in the digital, your experience with traditional fundraising — like direct mail and telemarketing scripts — will be important as well.

**Making the world a better place**

ntegrity is a full-service agency with 90% not-for-profit clients. Our mission is to “help good grow”. Our clients look to us to give them direction on how to grow their results, grow their team’s capabilities and in turn, grow their impact on the world.
About you

What we’re looking for:

- 7+ years of experience in not-for-profit copywriting and fundraising.
- Portfolio or work examples of proven success and innovation in fundraising.
- Deep understanding of the nuance, language, and best practices of not-for-profit marketing and communication, including fundraising, advocacy and awareness, behaviour change and direct mail.
- Extensive experience writing for digital with proven ability to create engaging and channel-specific content.
- Ability to prioritise, work well under pressure, think laterally and work as part of a team.
- Excellent time-management and organisational skills.
- The ability and drive campaigns, take initiative and think creatively.
- Collaborative and friendly personality.
- A passion and understanding for the work of the not-for-profit sector.
- Ability to work for 6 month contract period.
- This role can be fully remote.

On a day-to-day basis you will be:

- Translating briefs into high-quality creative concepts across mediums, including digital, video and print.
- Generating ideas for pitches, concepts, and creative strategies.
- Working independently to lead the generation of ideas and copy across the creative team, in its current state and as it grows.
- Working with clients, AM and strategy to define and refine proposition.
- Developing content strategies and email strategies.
- Developing innovative copy for headlines, emails, social posts, campaign concepts, collateral materials and more, that reflect our client’s brand, voice and tone.
- Translating concepts into copy for digital and demonstrate and ability to work across various digital and traditional marketing channels.
- Interpreting campaign needs from clients, propose and clarify campaign direction, reverse brief as needed.
- Working directly with client’s marketing manager, branding team, CMO and internal teams.
- Establishing copywriting guidelines for specific brands and campaigns.
Why ntegrity

You'll help good grow.
We’re Australia’s leading for-purpose agency. Our clients include Beyond Blue, Movember, The Salvation Army, and the Ovarian Cancer Research Foundation… to name a few! No hustling for shady brands. Just work you can be proud of, for brands that do good.

You’ll get to eat challenges for breakfast.
We’re ambitious and analytical. We revel in hard work, and we obsess over impact. When you solve problems for our clients, you change lives.

You’ll love your teammates.
We’re a little biased, but our team is pretty special. We’re honest, encouraging, and collaborative. We celebrate our work and each other. (And we have fun together outside of work!)

You’ll love your clients.
Our clients are nice! They’re some of the most amazing people doing the most incredible work. We show each other mutual respect and build partnerships that stand the test of time.

You’ll have a stake in our growth—and we’ll have one in yours.
We are growth-focused. The proof is in the numbers: 30% annual growth, 95% client retention. But we don’t just care about our growth; we’re invested in yours. You’ll co-create company strategy, and we’ll put real time and $$ into a personalised development plan so you can grow with us.

You’ll be part of a team that cares about the whole you.
We take mental health seriously. (We’ve been featured by Worksafe and beyond blue for it.) We work hard and go home – late nights and weekends are not the norm. We offer flexible work arrangements. And we take time to invest in each other

Ready to join the team? Apply now.