



Position Description: Digital Acquisition Officer

The Australian Marine Conservation Society (AMCS) has been the voice for and defender of Australia's oceans and marine life for over 55 years. With more than 300,000 supporters around the country, we are one of Australia's most influential environmental charities. As a proudly independent conservation organisation, AMCS achieves change by building and mobilising widespread support from the community for solutions to the big problems facing Australia's oceans.

We're seeking a digital marketing expert to join our Fundraising Team to support our campaigns and crucial ocean conservation work.

Position Title: Digital Fundraising Officer (Acquisitions)

Location: AMCS National Office, Brisbane, preferred but the location for this role is negotiable.

Salary: \$70,500 to \$80,500 per annum (pro-rata) plus Superannuation contributions of 11%.

Hours: Part-time, 4 days (30.4 hours/week). Hybrid and flexible working arrangements are available.

Contract period: Starting as soon as possible for an initial two-year contract, with a view to extending.

Purpose of the Position:

The Digital Fundraising Officer (Acquisitions) plays a critical role in engaging and motivating AMCS supporters to fund our critical work taking action on the big issues facing our oceans.

In this role you will:

- Lead and execute our digital lead acquisition (paid and organic) and digital donor conversion fundraising programs.
- Be responsible for growing and nurturing our supporter list, by acquiring new and reactivating previous supporters.
- Focus on nurturing leads to acquire the all-important first gift.
- Communicate with our supporters through our digital channels including but not limited to: email list, website, digital platforms, and social media
- Work closely with our digital appeals program to grow and maintain our digital fundraising program.
- Provide digital support to our fundraising and retail programs.

You will deliver highly motivating social media and digital marketing lead acquisition campaigns internally and with external agencies. You will deliver engaging lead journey campaigns including email engagement and conversion campaigns; develop creative and effective omnichannel with a focus on online action, engagement and fundraising actions; and manage first-time donor digital nurture programs.

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

Reporting and Accountability:

The Digital Fundraising Officer (Acquisitions) reports to the Fundraising Manager and works alongside the Digital Fundraising Officer (Appeals) within the Fundraising Team, and collaborates extensively with the Communications and Campaigns teams. For more information on our teams see [our People page](#).

Primary Responsibilities:

Email and Digital Marketing

- Develop and deliver digital acquisition lead and first-time donor retention, engagement and nurture programs to ensure a high rate of lead conversion to first gift keeping new AMCS supporters to stay engaged and active supporters of our critical work, and grow and maintain the AMCS donor and supporter base.
- Develop and manage campaigns and marketing for digital acquisition programs and provide digital support for the digital fundraising appeals program.
- Develop and manage digital marketing for the retail merchandise program and provide website support for the online shop front.
- Develop and manage lead acquisition campaigns for regular giving conversion, including leads for telemarketing conversion or two-step lead generation.
- Report and analyse the effectiveness of digital acquisition, donor conversion and retention suites and design tests to deliver optimisation.

Copywriting & Content Production

- Provide copywriting for digital acquisition programs and donor conversion, delivering high-impact social media, digital marketing and emails that acquire new leads or reactive past supporters, and motivate new supporters to donate.
- Create digital content production including web assets, graphics or video production to drive engagement for AMCS acquisition programs.
- Coordinate and work with third-party agencies to develop and manage ongoing evergreen digital lead generation across multiple platforms.

Digital Optimisation

- Conduct ongoing assessment and optimisation of digital assets and user experience to increase digital acquisition and donor conversion.
- Design marketing automation workflows for new lead acquisition engagement, and first-time donor conversion and engagement.
- Regularly undertake reporting and analytics to ensure data management and lead data hygiene is optimal in our database (Salesforce).
- Regularly undertake reporting and analytics to monitor and drive ongoing improvement across fundraising digital assets.

Fundraising Digital Support

- Work with the:
 - Digital Fundraising Officer (Appeals) to cultivate and acquire first gifts.
 - Communications team to solicit and nurture organic leads.
 - Regular Giving Coordinator to develop acquisition campaigns that are focused on recruiting regular monthly giving supporters.
- Support the AMCS online shop, by working with the Digital Fundraising Officer (Appeals) to manage and maintain the online shop.
- Support the fundraising team in delivering digital components of omnichannel fundraising campaigns.

Essential Selection Criteria

- A minimum of two years of experience in fundraising, communications or marketing.
- Experience digital marketing tools, through channels such as social media, search, email, and paid advertising, including Google AdWords, Facebook, Instagram and YouTube.
- Demonstrated experience in the design and execution of comprehensive lead generation and engagement marketing plans.
- Excellent written communication skills, with the ability to write compelling content that turns complex information into clear and motivating action.
- Experience using Marketing Cloud or Campaign Monitor or other mass supporter emailing systems, including digital analytics and reporting.
- High attention to detail with excellent organisation, time management and project management skills.
- Commitment to achieving positive change for our oceans and upholding AMCS' values.

Desirable Selection Criteria

- Experience in a similar role at a not-for-profit, campaigning or community-based organisation.
- Demonstrated experience or understanding of fundraising practices.
- Demonstrated experience in content production, such as image editing and design and simple video editing.
- Experience using Salesforce NPSP or other CRM systems, and/or e-commerce systems, including data management, analytics and reporting.

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 forefront. We are a committed group of professional and passionate scientists, educators and advocates who have defended Australia's oceans for over 55 years. Check out [this short video](#) highlighting some of the key impacts we've achieved for our oceans.

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.*
- **Innovation.** *We are creative, flexible, open, and solutions-focused.*

Application Details

To apply, please submit your current CV and a cover letter (maximum two pages) explaining why you're the perfect person for this role and addressing the selection criteria through the [application portal via EthicalJobs](#).

Applicants are encouraged to apply as soon as possible and applications will be assessed as they are received. This is an open recruitment as we are looking for the right candidate to fit our culture and program.

AMCS is a strictly non-partisan and an equal opportunities employer. We strongly encourage applications from Aboriginal and Torres Strait Islander people, people with a disability, LGBTIQ+ people, and people from culturally and linguistically diverse communities.

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 us via email at recruitment@amcs.org.au or 07 3846 6777

For more information about our organisation and our people please visit:

<https://www.marineconservation.org.au/>

