



Position Description: Fundraising Coordinator

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 an effective and passionate fundraiser to join our Fundraising Team. You will support our crucial campaigns and ocean conservation work by focusing on the care and retention of our donors and help drive key fundraising programs including direct mail and community fundraising.

Position Title: Fundraising Coordinator

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 Fundraising Coordinator plays a critical role in engaging and supporting AMCS donors to fund our critical work taking action on the big issues facing our oceans.

In this role you will be responsible for helping to develop the strategy, overseeing the implementation and driving growth of our community fundraising programs. You will coordinate our direct mail appeals and donor care newsletters. You will support our retail program by coordinating a project team responsible for retail and merchandise.

You will coordinate and be the first point of contact and provide administrative support to manage donor inquiries and relationships.

Your work supports the recruitment and engagement of AMCS donors by ensuring the administration of records, processing of donations, and ensuring communication with supporters is delivered efficiently, effectively and in a way that inspires ongoing financial support for our vital marine conservation work.

Reporting and Accountability:

The position reports to the Fundraising Manager and works as part of the Fundraising Team.

For more information on our teams see [our People page](#).

Primary Responsibilities:

Direct Mail Fundraising Program:

- Working with the Fundraising Manager, coordinate the development and content creation of our direct mail program, including Tax and Christmas Appeals, Turning the Tide donor care newsletter twice a year, and Supporter Survey every second year.
- Provide copywriting support and work with graphic designers to create our direct mail.
- Coordinate the delivery of the direct mail program including data selections and delivery, including managing printers and mail-house.

Community Fundraising Program:

- Develop a Community Fundraising program for AMCS, including process and protocols utilising best Fundraising and ethical practices, supporter assets and journeys for hosts and donors.
- Coordinate third-party providers that support community fundraising and event-based fundraising activities on behalf of AMCS.
- Manage and maintain all community fundraising and third-party donation sites.
- Provide fulfilment for the Community Fundraising program by handling inquiries in a timely manner, sending interest packs, welcome packs and retention activities via direct mail, email and SMS.

Retail Fundraising Program:

- Work with the Fundraising Manager to develop a Retail Fundraising program and strategy for AMCS.
- Coordinate the marketing and administration of the Retail Fundraising program.

Donor Relations and Engagement:

- Coordinate an external donation processing agency.
- Process donations, and issue receipts as required.
- Resolve donation-related concerns. You will be responding to donations from direct mail, phone and online channels.
- Manage the donor-specific phone line and inbox.

Essential Selection Criteria

- A minimum of two years of experience in fundraising in a similar role at a not-for-profit or community-based organisation.
- Experience in fundraising copywriting or supporter newsletter copywriting.
- Experience in community fundraising.
- Commitment to and demonstrated skills in providing excellent customer service or donor-centric supporter care experiences.
- Experience using Salesforce, or other Customer Relationship Management (CRM) systems.
- 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

- Demonstrated experience or understanding of fundraising, utilising digital, direct marketing and telemarketing channels.
- Experience with coordinating and managing external supplier relationships.
- Experience with multiple fundraising programs (including appeals, acquisition, regular giving and bequests).

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 no later than **9am (AEST) Tuesday 18th October 2022**.

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/>

