



**AussieArk**



## **Job Opportunity: Fundraising and Marketing Manager**

Are you an experienced Fundraising and Marketing professional seeking an exciting and impactful role? Join Aussie Ark, a dynamic and mission-driven organization dedicated to the conservation of Australia's unique wildlife.

**About Aussie Ark:** Aussie Ark, the largest private conservation action organization in NSW, is committed to saving Australia's wildlife from extinction. Since its establishment in 2011, the organization has achieved remarkable outcomes for 17 native threatened species, including the Tasmanian devil, Koala, Eastern quoll, and Brush-tailed Rock wallaby.

**The Team:** This position is based in Somersby on the Central Coast of NSW, with regular monthly travel to the main Aussie Ark site in Tomalla, Barrington Tops NSW. As part of a passionate Fundraising, Marketing, and Administration team of four, you will report to the Aussie Ark Deputy Managing Director.

**The Role:** As the Fundraising and Marketing Campaigns Manager, you will play a pivotal role in developing and implementing an integrated, multi-channel fundraising and supporter development program. This program aims to increase support and income generation for Aussie Ark, contributing to the organization's vision of wildlife conservation.

### **Key Responsibilities:**

- Develop and implement an integrated fundraising and marketing strategy to fund conservation actions and operational expenses.
- Execute compelling and effective fundraising campaigns to inspire community support.
- Oversee engaging public relations strategies to increase awareness across traditional and digital media channels.
- Collaborate on communication and digital fundraising strategies to drive income generation.
- Strengthen and grow relationships with supporters and partners.
- Ensure accurate and transparent monthly reporting on fundraising and marketing activities.

### **Experience Required:**

- 5+ years of experience as a fundraising professional.
- Proven success in leading fundraising campaigns and teams.
- Experience in data analysis to drive program design and improvement.
- Budget management and exceeding budget expectations.

**Aussie Ark** ABN 51 417 871 203 | Charity fundraising licence 22473

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 [youtube.com/aussieark](https://youtube.com/aussieark)

- Knowledge of fundraising strategies, particularly in the commercial sector.
- Project planning and management, including budgeting.
- Excellent communication, negotiation, and relationship-building skills.
- Results-oriented with a track record of meeting or exceeding fundraising goals.
- Attention to detail, organizational skills, and ability to work in a fast-paced environment.

**Qualifications:**

- Tertiary qualification in business, fundraising, marketing, communications, or a related field.
- Experience in Digital Marketing, Marketing Automation, Website Management.
- Proficiency in Microsoft Office Suite.
- Graphic design skills are desirable.
- Excellent public relations and presentation skills.
- Driver's license and car are essential.

**Application Deadline:** The application deadline is January 26, 2024. To be considered, please submit your application, including a cover letter addressing key requirements, via [Seek.com.au](https://seek.com.au). For inquiries, contact Liz Gabriel, Deputy Managing Director, Aussie Ark, at [lvella@reptilepark.com.au](mailto:lvella@reptilepark.com.au).