



Direct Marketing and Digital Fundraising Coordinator

We are creating a world where people live in harmony with nature. Join us. Because together, anything is possible.

- **Join one of the world's largest and most respected conservation organisations**
- **Workplace flexibility including monthly Rostered Day Off**
- **Full time, ongoing contract**
- **WWF-Australia Office location negotiable**

About the organisation

WWF-Australia is an award-winning and innovative organisation determined to do things differently. We use our superpowers to partner in delivering nature-positive solutions, empowering communities, and halting climate change - in Australia, the Asia-Pacific region, the Southern Hemisphere and globally. We are a values-driven organisation with a diverse global network of local organisations working in 100 countries. We work as a catalyst with communities, First Nations, governments, businesses, innovators, and philanthropists towards our global mission: to build a world where people live and prosper in harmony with nature.

Learn more about our 60-year history: <https://www.youtube.com/watch?v=5OluzruE9zE>

About the role

The Direct Marketing and Digital Fundraising Coordinator supports growth through the development and implementation of Regular Giving and Single Gift fundraising activities. This position supports the acquisition, retention and ongoing engagement of individual supporters across a variety of communication channels. This role seeks to drive a positive and engaging experience across the individual supporter lifecycle; with the aim of growing revenue and increasing supporters' lifetime value in alignment with WWF's conservation goals.

Key accountabilities (please refer to Person Description for full list)

- Collaborates to implement WWF-Australia's Regular Giving and Single Gift fundraising programs, to increase income from existing and prospective supporters.
- Supports multi-channel acquisition across digital, telemarketing, TV, e-commerce, direct mail, and new channels, delivering results to budgeted acquisition and retention targets.
- Supports donor renewal opportunities including the delivery of integrated multi-channel appeals, telemarketing campaigns, newsletters, plus other new products to engage supporters and deliver results to budgeted targets.

Skills, knowledge, and experience (please refer to Person Description for full list)

- Demonstrated experience supporting fundraising, digital or direct marketing campaigns.
- Demonstrated experience of meeting targets, ideally in a fundraising or relationship management environment.
- Demonstrated self-organisation and attention to detail with a track record of meeting deadlines.

Our Commitment to Diversity: WWF values diversity and is building a workforce that reflects the community we serve. WWF is an equal opportunity employer and Aboriginal & Torres Strait Islander peoples, people from culturally & linguistically diverse (CALD) backgrounds, sexuality and gender diverse (LGBTQIA+) community members, and people living with disabilities are encouraged to apply.

Our Commitment to Safeguarding: WWF-Australia is committed to acting with respect and upholding the human rights, welfare and dignity of all persons we employ, engage with or who are affected by our activities and work, with special regard for vulnerable individuals and children.

As part of your employment, you will be required to undergo background checks relevant to your position (eg. Police Checks, Working with Children Checks, Reference Checks), abide by our safeguarding policies, and sign our Safeguarding Code of Conduct.

Applications

Applicants can apply via https://hcm616.peoplestreme.net/wwf/erec_external.asp?jobId=4166 . Only those applicants applying online via the eRecruitment System will be considered.

Please include the following two attachments: (1) a cover letter/statements against the selection criteria and (2) your resume (CV).

Note that applicants require current unlimited working rights in Australia to be eligible for this role.

Closing Date: 11:59PM, Sunday 2 June 2024