

Position Description

Fundraising Manager (4 days per week)

December 2018

We are seeking a Fundraising Manager to manage and coordinate our fundraising activities across direct mail, electronic fundraising and events. This position will see you build strong relationships with current and potential supporters, focusing on retaining and upgrading current supporters, and identifying and cultivating potential major donors and bequest prospects, along with associated marketing to raise our profile and increase public support for our work.

Reporting to the CEO, you will monitor, evaluate and report on the effectiveness of fundraising initiatives and campaigns as well as providing key recommendations to develop and execute new fundraising activities.

We're a small team of lawyers and campaigners supported by administrative, communications and fundraising staff working on issues across climate change, nature protection and healthy communities. We use our legal expertise to be a powerful force for change, to empower communities to protect the environment, and to achieve a better legal system that delivers justice to people and the planet.

Key responsibilities and duties

Reporting to the CEO, the Fundraising Manager works collaboratively with our Communications and Engagement team.

- Develop and deliver fundraising campaigns including annual appeals, direct mail, email, social media and online fundraising and telephone fundraising.
- Manage and develop the Envirojustice regular donor program.
- Liaise with and provide information and support to current and prospective supporters.
- Maintain and develop our donor database.
- Support the Communications Director to develop and implement supporter

acquisition, engagement and retention strategies.

- Develop printed and web-based materials to support marketing and fundraising activities in collaboration with the Communications Director.
- Work with our Engagement Coordinator to organise fundraising events and other supporter engagement activities.
- Provide support to the CEO to identify and develop major donor and bequest prospects.
- Evaluate activities and report against agreed financial and non-financial objectives.
- Support Envirojustice staff members and volunteers in fundraising activities.
- Assist the CEO and other staff with other fundraising-related duties as required.
- Contributing to the running of the EJA office (e.g. supervision of volunteers, participating in EJA planning, review and reporting).

Selection criteria - skills, qualifications and experience required

Essential

- At least three years' experience in a similar fundraising or marketing role in an environmental NGO or other not-for-profit organisation.
- Ability to develop and execute fundraising campaigns across direct mail, and email, social media and crowd funding platforms.
- A track record in supporter acquisition and retention.
- Experience in developing fundraising strategies, plans and budgets.
- Friendly and approachable manner.
- Excellent administrative and organisational skills with accuracy and attention to detail.
- Excellent written and oral English communication skills.
- Ability to work independently as part of a team in a small office environment.
- Fundraising/membership database management experience (EJA uses Salesforce).
- Familiarity with and competence in using Microsoft Office Suite including Outlook, Word, PowerPoint and Excel.

Desirable

- Experience in writing fundraising copy for direct mail and online fundraising.
- A demonstrated interest in environmental issues.
- Relevant qualifications in fundraising, marketing or communications.

Terms and conditions

The position reports to the CEO of Environmental Justice Australia.

The position works in collaboration with our Communications Director, Office and Publications Manager, and Community Engagement Coordinator.

The position is a 4 days per week position, days and hours of work negotiable.

Out of hours work will occasionally be required.

Terms and conditions of employment are based on the Social, Community, Home Care and Disability Services Industry Award with an above award salary offered in the range of \$75,000 to \$85,000 depending on experience.

How to apply

Potential applicants can contact the CEO, Brendan Sydes, at the email address below for further information about the position.

Applications should include:

- a succinct statement that clearly demonstrates how you meet the essential and (if relevant) desirable selection criteria (no more than half a page per selection criterion);
- a current resume; and
- contact details for two recent and relevant referees.

Written applications should be emailed to CEO at brendan.sydes@envirojustice.org.au. Please do not send hard copies. Receipt of applications will be acknowledged by email.