

POSITION VACANT

Head of Fundraising

Invasive species are the leading cause of animal extinction and a major driver of environmental damage. We are looking for a talented fundraising specialist with 9 years plus experience to join a team that will make the difference for native wildlife in Australia. This leading role will drive the growth of a dynamic national environmental organisation tackling one of the greatest threats to biodiversity – invasive species.

Position:	Head of Fundraising
Reports to:	Director of Marketing and Development
Basis:	Full-time 38 hours (5 days) per week (part time will be considered for experienced candidates).
Location:	Remote home or shared office. Applicants close to Canberra/Sydney/Melbourne/Brisbane/Katoomba are encouraged to apply. All locations considered.
Duration:	Permanent role.
Salary range:	\$105,000 - \$118,000 plus super, depending on skills and experience. Salary packaging is available.
Direct Reports	Senior Fundraising Officer, Direct Fundraising Officer

Job Description

This is an exciting opportunity for a passionate environmentalist who knows they can apply their awesome fundraising skills to save nature from a mega threat – invasive species.

The Invasive Species Council is on a ten-year journey of growth. To support this growth, ISC is looking for an experienced fundraising manager to head up a small team to greatness.

You will be an all-rounder having had multiple successes in achieving growth targets in core fundraising programs including major and mid donors, regular giving, direct marketing appeals and digital.

You will implement the strategic three-year fundraising plan and have the skills to develop the new one in the following year. You will be working with three of Australia's leading environmental fundraisers. You will be involved in a philanthropy specialist training program (should you need it), as will your team to build a major gift powerhouse within the Council.

This role requires strong writing skills to develop fundraising materials, writing reports, analysing program success and preparing strategic and operational planning documents.

Key Functions

- Leading the fundraising programs for year on year growth.
- Planning for and analysing and reporting on the performance of the fundraising programs.
- Writing fundraising and marketing communications.
- Managing a high performing team

Responsibilities

- Develop and implement the fundraising strategy with the Director of Marketing and Development.

- Develop strategic plans for all fundraising programs, with a focus on acquisition and retention.
- Manage and develop donor acquisition, cash appeals, regular giving programs and bequests to reach growth targets.
- Work collaboratively with the campaign team to build compelling cases for support that best suit the organisation's projects and goals for donors at all levels.
- Develop concepts and write fundraising materials including direct mail appeals, online appeals and donation pages, thank you letters, fundraising related web content and supporter relation correspondence.
- Deliver the major donor program including:
 - manage the Trusts and Foundations calendar and Major Donor Pipeline.
 - Write grant applications and manage and coordinate content to meet reporting responsibilities, assist in writing funding proposals.
 - assist the CEO to develop timely updates.
 - run major donor events (F2F and virtual) including RSVPs, guest speakers with the support of marketing staff.
 - Develop donor journeys.
- Develop and deliver the integrated Major Donor Direct Marketing Program which includes:
 - Adapting direct mail appeals and integrated e-appeals for MD audience.
 - Running the annual report donor care mailing and other donor care for MDs.
 - Event invitations and follow up.
 - Mid donor management.
- Analyse the performance of fundraising programs, conduct reviews and write campaign based and annual performance reports to support annual plans.
- Run the bequest program, develop communications and liaise with supporters interested in leaving a gift in their will.
- Delegate to and supervise volunteers associated with the fundraising program where required.
- Proactively contribute to the organisation's culture – dynamic, bold, collaborative and respectful and fun – within the team and the whole organisation.
- Attend staff meetings and training.
- Practice and promote appropriate self-care and collaboration at an individual, team and organisation-wide level.
- Celebrate the Invasive Species Council's contribution to the environment and all Australians.

Performance Measures

- Successful delivery of all fundraising programs identified in the fundraising strategy.
- CEO and Director of Marketing and Development are well supported in regard to reports, analysis and the delivery of the major donor program as per philanthropy strategy.
- Successful fundraising programs, meeting budget and income targets
- Developing fundraising plans and budgets to a high standard
- Timely and accurate delivery of programs and tasks.

Selection Criteria

Essential

- Passion for environment protection and understanding of environmental advocacy processes.
- A minimum of nine years fundraising experience, **some in an environmental organisation**, with a marketing or equivalent degree.

- Experience running many successful direct mail fundraising appeals and telemarketing recruitment programs and demonstrated ability to improve program performance and associated revenue.
- Experience building a successful major gifts program and acquiring new major donors (\$5K plus).
- Experience building non-F2F regular giving programs, developing welcome packs and journeys that minimise attrition
- Experience writing and developing outstanding appeals that exceed targets and industry benchmarks.
- Excellent communications, writing, editing and conversational skills.
- Experience in setting income targets and managing a team and budget to meet them.
- Demonstrated ability to analyse and report on fundraising programs to confirm or identify alternative approaches to improve program performance including accurate record keeping and an eye for detail.
- Demonstrated ability to develop operational plans, telemarketing briefs and mailing instructions.
- Self-motivated, energetic, focused, team player willing to learn, solve problems and expand their fundraising knowledge.
- Excellent time management, task management and organisational skills.
- Intermediate skills at Microsoft Word (i.e. mail merge) and Excel programs (i.e. calculations, formulas and basic manipulation of the datasheet).

Desirable

- Experience in successful grant applications.
- Experience writing major donor proposals.
- Experience running a bequest program.
- Excellent interpersonal skills including experience of supporter and donor engagement.

Location: Preferred in the vicinity of major east coast city or the NSW Blue Mountains, remote locations are welcome and will be seriously considered. The Invasive Species Council supports decentralised working arrangements.

Applications

This application process is in two stages.

- 1) Send the Director of Marketing and Management your CV and LinkedIn profile. Should you be an appropriate applicant, you will be invited to write a letter of application
- 2) Write a letter of application addressing the key selection criteria.

Send your CV and LinkedIn profile link to ambers@invasives.org.au. Applicants that don't reflect the key selection criteria will not be considered.

Applications close: This is a new position. We would like to hire ASAP and will close recruitment by Monday 21 August 2023. Should the right candidate apply before this date, we will proceed to interview. So get your application in!

Contact Amber Sprunt, Director of Marketing and Development on 0437 388 895 for any further information.

About the Invasive Species Council

The Invasive Species Council is a non-government, donor-funded organisation that seeks to build a stronger, more collaborative biosecurity system that reduces the threat of invasive species to nature in Australia.

Invasive species have been the major cause of Australian animal extinctions since colonisation, and their threat is escalating as more invaders arrive, spread and interact with other threats. More effective prevention, eradication and control of invasive species is essential for the survival and recovery of thousands of threatened and declining species.

Formed in 2002, the Invasive Species Council is Australia's only environmental organisation dedicated to strategically tackling this issue and has made numerous interventions that have reduced the environmental impacts from invasive species.

Over recent years we have:

- Won major commitments from the incoming NSW government including 100 new pest and weed officers for National Parks in 2023.
- Won increased investment from the federal government to tackle Yellow Crazy Ants and Gamba grass at the federal election in 2022.
- Protected the Tasmanian Wilderness World Heritage Area from feral deer by securing a commitment in the Tasmanian government's deer strategy to keep this area deer free.
- Protected Queensland's Wet Tropics World Heritage Area from Yellow crazy ants which are now in retreat with an eradication program in place for the tropical far north in Cairns.
- In 2021, protected Kosciuszko National Park from a growing plague of feral horses by winning a new NSW plan to actively manage feral horses from 14,000 to 3000 by 2026.
- In 2020 secured \$18M over 4 years in Victorian government investment for on-ground feral deer control as part of the new deer management strategy.
- Played a major role in the establishment of the national office of environmental biosecurity.
- In 2017 secured \$411 million over ten years to eradicate red fire ants from south east Queensland.
- Played a leadership role in promoting 2021-2030 as the Decade of Biosecurity.

Our 2022-2030 Strategic Plan and other background information can be found on our website: invasives.org.au.

Last updated: 2 August 2023.