



## POSITION VACANT: Digital Engagement and Fundraising Officer

### The organisation

Invasive species are the leading driver of animal extinctions in Australia. The Invasive Species Council (ISC) exists to protect our unique nature from this threat. ISC is a wholly donor-funded, non-government organisation that tackles Australia's most challenging invasive species threats, driving systemic reform to our biosecurity system and environmental laws.

ISC advocate in parliaments, shapes policy behind the scenes, builds alliances across farming, conservation and Indigenous communities, and secures media coverage that shifts public opinion. In recent years, we have helped secure over \$1 billion for fire ant eradication, driven feral horse reductions in Kosciuszko National Park, and elevated Indigenous leadership through our Voice of Country campaign. We are small, nimble, and punch above our weight and aim to become a truly national organisation by 2028.

Nature needs ISC to thrive. We are looking for self-starters who are keen to help us scale our impact. If you want to be part of an organisation winning real change for Australia's wildlife and communities — this is the place to do it.

<b>Position:</b>	<b>Digital Engagement &amp; Fundraising Officer</b>
<b>Reports to:</b>	Individual Giving and Supporter Engagement Manager
<b>Basis:</b>	Full time (1.0FTE)
<b>Location:</b>	Remote home across Australia or shared office in Katoomba or Wollongong
<b>Duration:</b>	Two-year contract, extension possible depending on performance and funding
<b>Salary range:</b>	\$85,000-\$95,000 plus superannuation, depending on skills and experience. Salary packaging, 1 week pro-rata paid study or field work leave, plus three days bonus ex-gratia leave Christmas/New Year are part of the package.

### The role

The Digital Engagement & Fundraising Officer supports the growth and engagement of ISC's supporter base by delivering digital campaigns that convert interest into action.

This role has three core functions:

- **Digital Lead Generation:** Operationalising online petitions (building landing pages and forms) and managing paid social (Facebook, Instagram, LinkedIn and Google) petition campaigns to acquire new supporters at scale.
- **Supporter Onboarding:** Building and optimising the automated welcome journeys ("daisy chains") in our Email Service Provider (currently Mailchimp) that convert new leads (petition signers) into supporters, advocates and donors.

- **Internal Communications:** Operationalising organisation-wide email sends via Mailchimp (newsletters, advocacy alerts, event invitations).

The role requires skills in paid digital advertising (Meta, Google), email marketing platforms, data analysis, and the ability to translate complex conservation issues into engaging digital copy. Working closely with the Individual Giving and Supporter Engagement Manager and advocacy team, the position reports on lead generation, conversion rates, and email performance to help grow ISC's community of active supporters.

*ISC recognises the importance of family-friendly work arrangements. To support this, we offer flexible working hours designed to accommodate school and childcare commitments. Alternative or reduced work hours may be considered for the right candidate.*

## **Key Responsibilities**

### *Digital petitions and lead generation*

- Build and maintain petition landing pages and forms (using WordPress, Dogooder and Gravity Forms) to support advocacy campaigns.
- Operationalise paid socials (Meta, Google and LinkedIn) petition campaigns in line with the annual growth strategy, including audience building, ad copy creation, and budget management.
- Monitor and report weekly on lead generation KPIs, including cost per lead (CPL), volume of new signers, and quality of data capture. Plan and deliver paid digital advertising campaigns to grow supporters and drive donations.

### *Support onboarding and retention*

- Build and optimise automated email welcome journeys ("daisy chains") in Mailchimp for all new lead types (petition signers, event attendees, newsletter sign ups etc).
- Work with the Individual Giving and Supporter Engagement Manager to design A/B tests on onboarding sequences to improve conversion rates from advocate to donor.
- Report monthly on onboarding metrics (open rates, click-through rates, conversion to second action/donation).

### *Organisation-wide email communications*

- Operationalise all internal email sends via Mailchimp, including monthly e-newsletters, advocacy, event invitations, and supporter updates.
- Maintain the email marketing calendar, ensuring non-conflicting sends and alignment with fundraising appeals.
- Manage email lists, segments, and hygiene (unsubscribes, bounces) in compliance with privacy legislation.

### *Campaign messaging and creative*

- Translate complex conservation and policy issues into clear, engaging messaging for general audiences across petitions, emails, and social ads.
- Create and edit visual assets for digital campaigns, including still images and short videos, using Adobe Creative Suite and Canva.

- Contribute creative ideas for improving supporter engagement and the supporter journey, from first click to long-term retention.

#### *Reporting and optimisation*

- Produce dashboards on digital campaign performance, including lead generation, email engagement, and onboarding conversion.
- Analyse petition-to-donor conversion data and make recommendations to improve the supporter journey.
- Use A/B testing (creative, audiences, landing pages) to improve campaign ROI.

#### *Collaboration and support*

- Work closely with the Individual Giving and Supporter Engagement Manager to support digital fundraising appeals (e.g., email banners, social media content).
- Assist with the delivery of Direct Mail appeals where digital support is required (e.g., QR codes, landing pages).
- Contribute to team meetings with insights from digital data to inform broader fundraising strategy.

#### *Other*

- Promote the work, positions and strategic directions of ISC.
- Adhere to ISC policies and procedures and ensure adherence by staff, contractors and volunteers.
- Attend staff meetings and training.
- Proactively contribute to a positive, collaborative and values-driven culture with the team and organisation.
- Practice and promote appropriate self-care and collaboration at an individual, team and organisation-wide level.
- Celebrate ISC's contribution to the environment and all Australians.
- Some out of hours work will be required in this role.
- Other duties as determined by the Individual Giving and Supporter Engagement Manager from time to time.

### **Selection Criteria**

#### *Essential*

- Experience running paid advertising campaigns for supporter growth or petition acquisition using Meta Ads Manager (Facebook/Instagram) or Google Ads.
- Experience building automated email journeys using Mailchimp (or similar platforms).
- Experience creating visual assets including still images and short video using Adobe Creative Suite and/or Canva.
- Ability to translate complex issues into engaging digital copy for petitions, emails, and social ads.
- Strong reporting and analytical skills, including experience producing dashboards on lead generation, email engagement, and conversion metrics.
- Familiarity with supporter engagement journeys and onboarding, including designing welcome sequences for new leads.
- Ability to adapt quickly to new tools and platforms.

- Strong communication and collaboration skills, with the ability to work across fundraising, advocacy and communications teams.
- Commitment to the mission of protecting Australia's wildlife and ecosystems.

#### *Desirable*

- Experience building and optimising landing pages and online forms (using WordPress/Elementor or similar).
- Experience conducting A/B testing of creative, audiences, or landing pages to improve conversion.
- Knowledge of SEO principles.
- Experience designing or optimising supporter journeys across different lifecycle stages.
- Experience using Mailchimp or other email marketing platforms.
- Interest in developing fundraising skills and attending fundraising conferences.

#### **Location**

Remote home across Australia or shared office in Katoomba or Wollongong.

#### **Applications**

Please send a resume with at least two referees and a statement explaining how you meet each of the selection criteria to [recruitment@invasives.org.au](mailto:recruitment@invasives.org.au). Applications that do not directly address each criterion will not be accepted.

Applicants must possess full working rights in Australia to be eligible for appointment. A current National Police Check (NPC) will be required and a Working With Vulnerable Persons Check (WWVP) may be required.

Invasive Species Council is an equal opportunity employer. Aboriginal and Torres Strait Islander people, people from culturally diverse backgrounds and people with disabilities are encouraged to apply.

**Applications close:** 11:59 pm Sunday 5 July 2026. Applications will be reviewed continuously and interviews will be arranged as shortlisted applications are received. We strongly encourage you to apply early.

#### **Further information**

Contact Heidi Fin, Individual Giving and Supporter Engagement Manager [heidif@invasives.org.au](mailto:heidif@invasives.org.au) for specific information about the role.

#### **More 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.

Our team values are:

- We are relentless in pursuing outcomes and having impact.
- We are not scared to fail and learn from the experience.
- We are collaborative, resourceful and take initiative.
- We are all responsible for a healthy team culture.
- We are connected to and speak up for nature.
- Integrity is not negotiable

You'll join a passionate and collaborative team that advocates for nature, is committed to science, is fearless and persistent and is collaborative with first Australians. At the Invasive Species Council, ideas are welcomed, curiosity is encouraged, and people are supported to grow their skills. This role offers the opportunity to experiment, learn from data, and help shape how supporters discover and engage with one of Australia's leading environmental advocacy organisations.

Most importantly, your work will help grow the community of people taking action to protect nature.

Over recent years we:

- played a major role in the establishment of the national Office of Environmental Biosecurity.
- secured \$100 million threat of highly pathogenic avian influenza.
- secured over \$1 billion for the national red fire ant eradication program.
- secured \$25 million to eradicate yellow crazy ants from Cairns and Townsville.
- led efforts to recognise the national threat from expanding feral deer populations.
- jointly conducted ground-breaking research to identify harmful invasive insects that could establish in Australia.
- co-hosted the Australian Biosecurity Symposium since 2019.
- drove the Reclaim Kosci campaign that has seen reductions in feral horses in Kosciuszko National Park.

Our 2022-2030 Strategic Plan can be found here: <https://invasives.org.au/about-us/strategic-plan/>

More details about all our campaigns can be found on our website: <https://invasives.org.au/>