



**TOTAL
ENVIRONMENT
CENTRE**

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POSITION VACANT

Deputy Director (Communications and Fundraising)

Full time or 3dpw

Salary: Negotiable

The Total Environment Centre (TEC) is looking to engage a Deputy Director to help lead the organisation into the future at this crucial time of environmental challenge. Established in 1972 TEC has led over 100 successful campaigns. Our focus in coming years includes combatting plastic pollution; saving local green spaces and urban trees; ensuring our energy system goes renewable; the circular economy; and protecting Sydney's koalas and bushland. We also advise and assist local groups to advocate effectively.

This is your chance to make an impact with one of the most effective environmental campaign organisations around. Your focus in the first two years will be on communications, using social media and other channels to tell the TEC story, grow our community of supporters, and generate income to sustain TEC's activities. Reporting to the Director and working closely with campaigners, you will be responsible for developing and driving TEC's Communication and Fundraising Strategy. You will work with the team to find ways social media can support campaigns, grow engagement and generate funds. You will use a diverse range of strategies to build partnerships, reach new audiences, obtain project funding and increase donations and bequests.

While this will be your main challenge in the first two years, you will also support the Director in leading and shaping the organisation. As part of TEC's small management team, over time you will play an important part in ensuring TEC has the resources, the people and the systems it needs to operate effectively. You will be at the table as policies are formulated and campaigns are planned. The role will provide plenty of opportunities to create new ground, to learn about the skills for, and contribute to, important campaigns, and to build the profile and capacity of one of Australia's most effective environmental organisations.

This is a new position, offered for an initial 2-year term, full or part time, with extension subject to review. Salary negotiable.

About TEC

TEC is an independent, non-profit organisation committed to the protection of nature. Our aim is to bring about policy change through advocacy, education, and constructive engagement with decision-makers and other stakeholders. TEC has a proud record of success spanning almost 50 years, with campaigns that are evidence-based, collaborative and effective.

We form partnerships with business, educational organisations, environment groups and communities to raise awareness of environmental issues, influence government and build support for action. TEC is widely recognised for our campaign expertise and policy leadership in the fight to stop pollution, preserve the natural environment and create healthy cities.

TEC's funding model is based on a mixed donor base with young, middle aged and older supporters, philanthropic groups, bequests and government program grants. Fundraising consequently requires a range of approaches including direct mail, digital, special projects, grant applications and personal approaches.

The Role

The Deputy Director (Communications and Fundraising) will:

- Develop and drive TEC's Communication and Fundraising Strategy, with the aim to:
 - Produce engaging content for social and mainstream media showcasing TEC's campaigns and trending topics; devise compelling calls to action and urge support for TEC.
 - Design a program of activities including donor engagement, appeals, fundraising drives linked to campaigns, promotional events and programs to increase major and regular donors and bequests.
 - Set fundraising targets and monitor the success of all activities.
 - Develop strategies to expand and nurture TEC's supporter base, including converting supporters into donors. Set targets for attracting followers, likes and shares.
 - Establish and manage an in-house "newsroom" to produce timely content for social media and other outlets.
 - Ensure optimal use of Nation Builder, TEC's website and social media platforms, and engage campaigners in the process.
- Manage the donor experience and develop a communications strategy to keep high value donors engaged.
- Report regularly to the Director on progress against all targets and KPIs in the plan.
- Develop a strategic understanding of TEC's income streams and financial position, with a focus on fundraising.
- Work closely with the Director to develop a strategic understanding of TEC's campaigns and its operating environment; participate in policy and campaign planning with communications and fundraising aspects in mind.
- Deputise for the Director as and when required.
- In close collaboration with the Director, foster a healthy workplace environment based on cooperation, respect and information-sharing.
- Ensure open communication by convening regular staff meetings with the Director, and by following up on issues raised.

About You

- You bring at least three years' experience in social media strategy and execution, but also have an understanding of more traditional communication methods.
- You have experience in fundraising or campaigning and are familiar with fundraising and engagement technologies and techniques.
- You have expert knowledge in social media platforms and how best to leverage them
- Your verbal and written communications skills are exceptional.
- You can demonstrate strategic thinking, planning experience, and the ability to achieve planned outcomes and targets.

- You are collaborative, engaging, tactful. People enjoy working with you.
- You are highly organised, with a proven ability to initiate, manage and deliver on multiple projects.
- You are confident and used to making decisions, but know when to seek guidance
- You're passionate about the environment with a good knowledge of environmental issues.
- You have a broad understanding of the not-for-profit sector.
- You're looking for a new challenge and the opportunity to be creative at management level.

Closing date: 20 February 2020