

Fundraising Manager – digital focus (3 - 4 days/week) **Aeon Media Group, Melbourne**

Opportunity for a skilled digital fundraiser to join an innovative not-for-profit publisher with a large international readership.

Aeon Media Group is the publisher of successful online magazines Aeon and Psyche. Our mission is to explore and communicate knowledge that addresses the universal human need to make sense of the world.

Aeon magazine focuses on long-form Essays from leading thinkers on science, philosophy, society and the arts alongside a curated video program. Psyche is an innovative online resource which focuses on the perennial question of 'how to live' through shorter articles, how-to guides and curated films. Both magazines are entirely free to access and reach a large international audience over 1.2 million uniques/month.

We are endorsed as a Deductible Gift Recipient (DGR) organisation in Australia and, through our affiliate Aeon America, registered as a 501(c)(3) charity in the US. Over half our readership and donor base is US based. We are funded by a reader donation program, gifts, grants and syndications.

We are looking for a thoughtful and experienced fundraiser with demonstrated skills in digital fundraising to grow our online reader donation program and other sources of income. Our ideal candidate is an excellent communicator who can recognise the potential for reader-funded publishing, and strongly supports Aeon's mission and values (attached).

The role is based in our Melbourne headquarters (we also have editorial offices in London and New York), and you will join an experienced team who are dedicated to their work and the organisation.

The Role

Reporting to the Chief Operating Officer, your primary focus will be to:

- Shape and implement the organisation's overall digital fundraising strategy for Aeon and Psyche
- Conceptualise and deliver a joint reader donation program for Aeon and Psyche including shared benefits and communications, while also leveraging the differences between the two publications
- Grow and manage our recurring and one-off reader donations to maximise donor acquisition, value and retention for the long-term
- Develop and implement digital fundraising campaigns including developing creative and writing copy for onsite, email newsletters and social
- Enhance systems for tailored and timely donor communications and donor relationship management
- Measure and report on the effectiveness of digital fundraising campaigns, including financial reporting and delivering data insights and recommendations
- Manage the day-to-day requirements and functionality of a seamless donation experience
- Work closely with the Directors, Engagement Editor and Design and Tech team to design and implement fundraising strategy
- Grow other sources of income such as syndications and grants.

The person

- 5+ years fundraising experience with demonstrated experience in running successful digital fundraising campaigns and donor programs

- Experience creating engaging communication outputs including drafting and designing content for websites, email and social media platforms
- An instinct for creative concepts and understanding donor motivations to articulate the proposition into effective copy and calls to action
- Direct experience using Google Analytics and other tools to identify insights and drive fundraising outcomes
- High-level interpersonal, written and stakeholder relationship management skills
- General business development, income generation and financial reporting competency
- Direct experience using CRM product/s and marketing automation tools such as Mailchimp etc.
- Experience in applying for, securing and administering successful grant applications desirable
- Fundraising or marketing/comms experience in a not-for-profit, purpose-led organisation desirable.

Next steps:

Send your CV and a one-page cover letter explaining why you think you would be suited for the role to jobs@aeon.co

Applications close Monday 2 November, midnight, AEST.

If you would like to discuss the role before submitting an application, please contact Kirsten Freeman, Chief Operating Officer, Kirsten.freeman@aeon.co

A competitive salary will be offered, commensurate with experience.

Aeon Media Group

Mission

Our mission is to explore and communicate knowledge that addresses the universal human need to make sense of the world.

Editorial commitments

We explore the big, existentially significant questions and look for answers that reflect the complexity of our world.

Our focus is on perennial and evergreen ideas: not the news of the moment but the deeper currents and questions that animate our times.

We are dedicated to the craft of translating specialist knowledge for a diverse, global audience.

We are committed to a democratic ethos, to being freely accessible to the curious lay reader.

Pluralism is at the heart of what we do. We showcase multiple perspectives from different disciplines and from fresh voices with differing views.

We have an empirical approach to knowledge, ranging broadly from academic rigour to the expertise of skills and knowhow.

We are committed to education in a broad sense, as part of a belief in lifelong learning.

We publish elegantly crafted work, which invokes pleasure and delight while being rigorous and educational.

We are a global and cosmopolitan publication. Aeon is grounded in the belief that a better world is possible. We aim to move beyond scepticism and be hopeful for the future.

We are driven by a hunger for the new, and seek out bold and challenging thinking.

Our trustworthiness as a source of knowledge is underpinned by a commitment to independence, editorial excellence and factual accuracy.

Organisational values:

- **Originality and focus**
Staying focused on our distinctive mission and strengths. To be timely but not distracted by cultural fashions and the news cycle.
- **Quality over quantity**
Working at a scale where we can maintain our commitment to the quality and distinctiveness of what we do.
- **Growth and development**
Fostering the growth of our audience, the continuing evolution of our work and the individual development of staff. All indicate that our organisation is healthy and dynamic.
- **Sustainability and flexibility**
Aspiring to be around for the long run, we look for initiatives that we can build over time. We also recognise the need to be adaptable in order to be sustainable.
- **Openness and communication**
Encouraging open communication because this enables good ideas to be shared and problems to be solved collaboratively.
- **Pragmatism and simplicity**
Weighing costs and benefits carefully and breaking down complex projects into manageable stages and minimising complications.
- **Respect and generosity**
Aspiring to treat everyone with respect and generosity.
We acknowledge our interdependency and seek to create a culture of support and encouragement.