



## Position Description

### Fundraiser & Communications Coordinator

#### Queensland Conservation Council

Location: Brisbane

Hours: 4 days per week (30.4 hrs per/wk).  
Flexibility in working outside standard office hours may be required

Employer: Queensland Conservation Council Incorporated

Responsible to: QCC Director

Employment terms: This is a permanent position, with a 3 month probationary period.

Remuneration: \$80,297 per annum pro-rata (SCHADS Award Level 5.1)  
plus superannuation

#### **A bit about us**

Queensland Conservation Council is the leading independent voice for the environment in Queensland. Our vision is for a Queensland in which nature thrives, wildlife is protected, our industries don't cost the earth, and our communities are in balance with the health of the ecosystem.

QCC brings together Queenslanders who care about our natural environment and climate change. By working together we can make our voices heard and create a better future for our environment, our communities and our kids.

QCC acts as the peak body for Queensland's environmental movement, representing over 50 community environment groups across the state. We have been working to protect, conserve and sustain Queensland's environment since 1969.



## **Background**

Due to QCC's recent growth, the organisation is ready to invest in improving our communications and fundraising. QCC has a loyal but modest base of supporters and donors, and we wish to: improve the way we communicate and engage with our current contacts; grow our database; and attract new financial supporters to enable QCC to better fulfill its purpose of protecting Queensland's beautiful environment and climate.

## **About the Role**

We are looking for someone who is a self starter and really knows their stuff in fundraising! In this role you will be responsible for managing QCC's relationship with our highly-valued supporters and donors, across all our communications channels. The primary aim of the role is to develop a more integrated fundraising and communications platform to drive engagement and increase the level of financial support to QCC. Your priority will be fundraising, but you will also play a coordinating role across all communications to ensure that all our supporter communications are well-aligned and support our organisational goals.

## **Fundraising**

- *Fundraising Strategy:* Work with the QCC Director to develop and implement the organisation's overall fundraising strategy.
- *Database management:* manage QCC's Nationbuilder database and lead ongoing improvements and analysis of the data.
- *Fundraising & marketing campaigns:* develop and implement integrated campaigns and appeals to engage existing supporters.
- *Donor acquisition:* Implement new donor acquisition campaigns using digital and social media channels.
- *Writing & content production:* produce engaging fundraising appeals, social media, web-pages and other fundraising content for all channels.
- *Donor stewardship & supporter journeys:* Build and maintain a vibrant dialogue with QCC donors and supporters. This will include establishing systems for: tailored and timely donor communications; onboarding new supporters; and retaining donors and supporters for the long term.
- *Culture:* Drive a culture of effective fundraising and excellent donor care across the organisation. Be the champion for fundraising in the organisation and promote a culture of philanthropy,

- *Fundraising systems:* maintain QCC's administrative systems for managing donations including payment systems (Stripe, Facturly), issuing tax receipts, responding to donor queries, etc. Review and refine systems to maximise return on investment and efficiency, while keeping your finger on the pulse to identify more effective solutions in the market.

### ***Coordinating Communications***

The QCC staff team all contribute to creating content for QCC's website, social media and other communication channels. You will play a coordinating role to ensure the overall communications program support's QCC's goals and meets the needs of donors and supporters.

- Coordinate QCC's schedule of communication activities (fundraising, communications and social media) to ensure an integrated approach to fundraising and campaign objectives.
- Coordinate content from other staff members to produce integrated communication products like e-newsletters or similar.
- Working with the campaigns team to develop consistent and engaging messaging to QCC audiences
- Being a champion for fundraising priorities in all QCC communications

### **Selection Criteria**

1. Appropriate tertiary qualifications in a relevant discipline such as Marketing, Digital Media or Fundraising or an equivalent combination of relevant experience and education/ training.
2. At least three-years experience in not-for-profit fundraising and a passion for protecting the environment.
3. Demonstrated success in donor stewardship strategies to engage, retain and grow a strong community of supporters and increase income.
4. Proven experience in managing and maintaining a customer relations database (experience with Nationbuilder preferred but not essential).
5. Demonstrated knowledge of data-driven marketing methods including split-testing, audience segmentation, and user targeting.
6. Excellent writing skills and experience in writing for appeals, digital communications, social media and websites.
7. Advanced skills in social media, digital content marketing, web content management system, web analytics tools and other digital technologies.
8. Strong interpersonal skills and a flexible approach when working in a team.



**How to apply:**

QCC aims to be as diverse as the country we campaign to protect and is an equal opportunity employer.

To apply, please email your application to [chair@qldconservation.org.au](mailto:chair@qldconservation.org.au) with “Fundraising & Communications Coordinator” in the subject line. Applications should be received by 5pm Tuesday 5th January 2021.

***Applications must include:***

1. A letter addressing the selection criteria (up to 2 pages).
2. A curriculum vitae, including contact details for two referees.

For more information about QCC, visit our website: [www.qldconservation.org.au](http://www.qldconservation.org.au)

For more information about the position, contact: [chair@qldconservation.org.au](mailto:chair@qldconservation.org.au)

QCC acknowledges the Traditional Owners of the land on which we work and learn and play respect to the First Nations Peoples and their elders, past, present and future.