

## POSITION DESCRIPTION

### Fundraising Manager

Position Title	Fundraising Manager
Days, hours	Full time (38 hours per week)
Location	Abbotsford Convent, Abbotsford
Reporting to	Head of External Relations

#### Role and Responsibilities

This senior fundraising role reports directly to the Head of External Relations and is responsible for overseeing the day-to-day operations of Wildlife Victoria's fundraising program. As part of a small team, you will deliver the fundamental components of the organisation's fundraising program including database management.

The role has one direct report and will work closely with the Head of External Relations and Marketing and Communications Manager.

#### Key accountabilities:

- Oversight of Wildlife Victoria's individual giving program, including cash appeal donors, regular givers, major donors and bequests
- Oversight of the organisation's donor database, including identifying, extracting and preparing data to support fundraising campaigns and other communications with donors
- Plan, implement and execute Wildlife Victoria's direct mail and email fundraising campaigns and supporter impact reports, including management of external consultants and service providers
- Explore and implement strategies to engage and steward existing donors
- Explore and implement strategies to acquire new regular givers
- Effectively manage internal and external stakeholder relationships
- Use your exceptional data skills to develop sound forecasts to inform Wildlife Victoria's reporting and budget development
- Manage Wildlife Victoria's Fundraising Officer responsible for the day to day administration of Regular Giving, Community Fundraising and Workplace Giving programs
- Provide support for bequests and major donors

## Selection Criteria

### Essential:

- A Bachelors degree in Marketing, Communications, Information Systems or other qualification relevant to the role
- A minimum of 4 years professional experience in a fundraising role
- Demonstrated understanding of data driven approaches to fundraising
- Demonstrated success managing fundraising campaigns with a focus on ROI
- Experience with and aptitude for databases, preferably with a fundraising CRM, for data analysis, extraction and preparation for campaigns
- Demonstrated experience with donor stewardship and supporter journeys
- Experience preparing budget forecasts, post campaign reports and working to a budget
- Demonstrated ability to engage donors and work constructively with a wide range of stakeholders

### Desirable:

- An interest in wildlife and animal welfare issues
- Experience with Salesforce Customer Relationship Management Software
- Experience with email campaigns and related platform(s), particularly Pardot
- Experience with donor acquisition campaigns
- Major donor stewardship experience
- Experience managing recurring giving programs
- Bequest stewardship or bequest program management experience
- Donor event management experience

## About Wildlife Victoria

Our Wildlife Emergency Response Service receives requests for help from members of the public to assist sick, injured and native wildlife via our emergency phone and online reporting system. We receive about 88,000 requests for help a year and assist over 50,000 animals. When a member of the public contacts us about a wildlife situation, our Emergency Response Operators provide advice to help the caller manage the situation appropriately, and when necessary, arrange for a trained volunteer to attend. They also liaise with other organisations to ensure the best possible outcome for the animal.

The rescue service relies on an extensive state-wide network of rescue and transport volunteers, veterinarians who provide pro-bono services for wildlife, and the licenced carers and shelters who accept animals into their care for rehabilitation and release.

In addition to the rescue service, through our education programs and activities we help wildlife by providing people with the knowledge and skills they need for peaceful and positive co-existence with wildlife, and by facilitating positive community attitudes toward wildlife.

