



Jane Goodall Institute  
Australia

## FUNDRAISING AND COMMUNICATIONS MANAGER POSITION DESCRIPTION

<b>Employer:</b>	Jane Goodall Institute Australia (JGIA)
<b>Duration:</b>	Permanent
<b>Work type:</b>	Full Time or Part Time (0.8 FTE)
<b>Location:</b>	Remote / Working from Home. Must be able to come into the office a minimum of 1 day per week, if based in Sydney (allowing for the appropriate COVID-19 restrictions). May be required out-of-hours for conference calls.
<b>Reports to:</b>	Chief Executive Officer
<b>Direct Reports:</b>	Fundraising and Communications Officer

### Role Purpose

The Fundraising and Communications Manager manages all external communications to encourage the acquisition and retention of donors, partners, volunteers, program participants, and other third parties. The role works across multiple platforms and manages a Fundraising and Communications Officer, as well as other volunteers, to achieve results within our programs, to fundraise and share our social impact.

The Fundraising and Communications Manager is responsible for content production across various channels, marketing materials, newsletters and bi-annual fundraising appeals with the aim of growing our database and increasing revenue. The role will work very closely with the CEO, volunteers and other members of the JGIA team.

### Key Responsibilities

As the Fundraising and Communications Manager, you will be a people leader who is both comfortable being hands on whilst also keeping the wider organisational objectives and priorities in mind. You will have a broad range of skills, knowledge and experience to cover the key responsibilities, which include:

1. Develop and deliver the annual communications & fundraising plan to raise funds and awareness of JGIA and its local, national and international work
2. Oversee and support the execution of fundraising campaigns and communications strategies across multiple channels (e.g. social media, direct communications, web marketing, e-communications, print, media)



## Jane Goodall Institute Australia

3. Manage the website including content, digital strategy, analytics, administration and supplier management
4. Grant writing
5. Oversee brand management in line with international JGI chapters
6. Work with other JGI chapters to create and execute global campaigns
7. Oversee the management of the JGIA database and fundraising and communications records
8. Lead the creation of content and collateral for use across multiple channels (copy, graphics, video)
9. Manage a volunteer Social Media team to create and distribute content
10. Use analytics to measure, evaluate and report against goals and performance of digital marketing activity and plans
11. Delegate tasks to and provide support for volunteers, if necessary, in order to conduct marketing campaigns
12. Coordinate monthly e-newsletters and write blog pieces as necessary
13. Support organisational program growth through the support of, and liaison with, program leads in Africa Programs and Roots & Shoots
14. Support organisational business development through the creation of resources and materials
15. Perform other duties as assigned by the CEO.

### **Essential Criteria**

1. Minimum 5 years' experience in a similar role
2. People management experience, and skills to bring out the best in your team particularly during times of change
3. Understanding of social media trends
4. Excellent written and verbal communication skills
5. Prior experience of completing formal funding proposals
6. Experience implementing scalable supporter and program participant journeys
7. Extensive experience and technical knowledge managing websites and databases



## Jane Goodall Institute Australia

8. A strong sense of aesthetic and ideally, graphic design skills
9. A demonstrated ability to meet and exceed agreed goals and fundraising targets set to match organisational objectives
10. Excellent attention to detail, organisational skills
11. Demonstrated experience working autonomously and as part of a team
12. The ability to work well remotely and with remote team members located interstate.
13. Passion for the not-for-profit sector, including volunteer management
14. A current police check and working with children check (or willingness to apply)

### **Desired Criteria**

15. Tertiary qualification in Marketing, Communications or a related field
16. Prior experience in the not for profit sector
17. Experience in managing the building of a website, including procuring a web developer
18. Experience in business development, partnerships or sharing impacts of social change.

### **Working at JGIA**

JGIA is committed to creating a diverse working environment. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, disability, or age.

We value flexibility and autonomy, and encourage the team to work in ways that meet their work/life commitments and support their wellbeing and professional development while enabling a cohesive workplace culture.

### **About JGIA**

JGIA is part of a broad network of 25 chapters around the world and takes its inspiration from the life and work of Dr Jane Goodall. Dr Goodall is a world-renowned scientist, humanitarian, conservationist, ethologist, and UN Messenger of Peace who founded the Jane Goodall Institute in 1977.

Founded in 2007, JGIA is a small not for profit currently going through significant growth. We focus on youth conservation and environmental education programs in Australia, as well as



## Jane Goodall Institute Australia

---

supporting chimpanzee conservation and community development in Africa.

Further information on JGIA can be found [here](#).