



# POSITION DESCRIPTION

**Position Title:**

**Fundraising & Donor Engagement Coordinator**

<b>Program:</b>	Operations
<b>Reports to:</b>	Fundraising Manager
<b>Direct reports:</b>	None
<b>Purpose:</b>	The Fundraising & Donor Engagement Coordinator supports the delivery of CCWA's fundraising activities, including appeals, stewardship, and CRM management, to help build a sustainable and engaged donor community in support of CCWA's conservation mission.
<b>Award Classification:</b>	Social and Community Services (WA) Interim Award 2011 – Level 4

## ABOUT US

Conservation Council of Western Australia (CCWA) is the state's foremost not-for-profit, non-government conservation and environment organisation. CCWA is the voice for conservation and works with the government, media, industry, community groups, and political parties to promote a more sustainable WA and to protect our natural environment.

## EQUITY AND INCLUSION

As a values-based not-for-profit, we are deeply committed to equity, inclusion, and social justice. We actively seek to build a workplace that celebrates diversity and embraces the unique contributions of all people.

## ROLE RESPONSIBILITIES

- Coordinate the delivery of fundraising campaigns, appeals and supporter engagement activities across digital and direct channels.
- Support the implementation of donor stewardship initiatives to strengthen donor relationships, retention and lifetime value.
- Assist with the development and delivery of fundraising communications, including campaign content, email marketing and supporter updates.
- Maintain accurate donor records, ensure CRM data integrity, and contribute to reporting and fundraising performance analysis.
- Research, coordinate and support grant funding opportunities, including application preparation and acquittal reporting for smaller grants.
- Support the planning and delivery of supporter surveys and other engagement initiatives to inform fundraising strategies.
- Track fundraising activities against agreed timelines, budgets and performance measures, reporting on progress and outcomes.
- Work collaboratively with staff, volunteers and external suppliers to deliver fundraising objectives and support organisational priorities.
- Contribute to a positive, collaborative and values-led organisational culture, undertaking other duties consistent with the role as required.



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## SUCCESS INDICATORS

- Fundraising activities are delivered effectively and on schedule.
- Donor relationships are strengthened through timely and engaging communications.
- CRM records are accurate, current and well maintained.
- Reporting is accurate, timely and supports informed decision-making.
- Grant applications and acquittals are completed to a high standard and on time.
- Opportunities to improve fundraising processes and supporter engagement are identified and implemented.
- Strong collaboration and a positive contribution to CCWA's values-led culture are consistently demonstrated.

## ESSENTIAL CRITERIA

- Demonstrated experience in fundraising, marketing, communications, customer engagement or a related field.
- Excellent written and verbal communication skills, with the ability to produce engaging and accurate communications.
- Strong organisational and time management skills, with the ability to manage multiple priorities and meet deadlines.
- Experience maintaining accurate records and working with databases, CRM systems or similar information management systems.
- Well-developed analytical skills, including the ability to interpret data and prepare reports.
- Demonstrated ability to work collaboratively within a team and build positive relationships with internal and external stakeholders.
- High level of initiative, attention to detail and commitment to continuous improvement.
- Demonstrated commitment to CCWA's values and passion for environmental and social outcomes.

## DESIRABLE CRITERIA

- Experience in donor stewardship or philanthropic engagement.
- Experience using fundraising or CRM platforms (e.g. NationBuilder, Raisely, Salesforce or similar).
- Experience coordinating fundraising appeals, digital campaigns or supporter engagement initiatives.
- Experience researching and preparing grant applications or funding submissions.
- Understanding of the not-for-profit sector and contemporary fundraising principles.
- Knowledge of Western Australia's environmental or conservation sector.

<b>Reviewed by:</b>	Manager/Director	Sign:
<b>Approved by:</b>	Executive Director	Sign:
<b>Dated:</b>		