

Position Description

Designation:	Senior Visitation Specialist
Reporting to:	Chief Philanthropy Officer
Supervises:	Nil direct reports initially. May supervise project staff, contractors and partners as required.
Based in:	Flexible (with national responsibilities)

Organisational Context

AWC is a pragmatic global conservation leader, restoring landscapes and providing hope for Australian wildlife. Guided by science, AWC delivers measurable conservation impacts at scale to secure the future of our most endangered species.

At AWC we are inspired by the unparalleled richness of Australia's wildlife, and we are united by our determination to protect its unique animals and landscapes. It is our mission to effectively conserve all Australian wildlife and habitats, and our vision is for a world where Australia's biodiversity is valued and effectively conserved by an engaged community.

The delivery of AWC's mission is highly reliant on all AWC collaborating with each other as a cohesive, engaged, collaborative, high performing group guided by strong, effective leaders.

AWC Values

AWC's work is guided by the following values. At AWC, we are:

- Accountable – taking ownership of our actions and outcomes.
- Informed – working together to acquire and apply evidence, knowledge, and experience.
- Respectful – demonstrating care, recognition, and integrity.
- Dedicated – committed to delivering effective outcomes, with resilience and tenacity.
- Innovative – applying creative thinking for effective solutions.
- Sustainable – delivering long-term financial and ecological viability.

OneAWC is a cohesive, engaged, collaborative, high performing group guided by strong, effective leaders. All staff understand AWC's mission, vision, and their role in contributing to shared outcomes.

About the Role

The Senior Visitation Specialist plays a critical leadership role in advancing AWC's mission by supporting the strategic goal of connecting people with nature. This position will lead the strategic development and management of nature-based visitation experiences and partnerships across AWC's sanctuary network and operations.

Reporting to the Chief Philanthropy Officer and working closely with colleagues across the Philanthropy division and broader organisation, the role is responsible for:

- Identifying and assessing opportunities to deepen and enhance visitation experiences across AWC's sanctuary network.
- Identifying and cultivating carefully selected partners to deliver conservation-aligned visitation experiences that support AWC's values, protect its reputation, and contribute to long-term organisational sustainability.

These partnerships are designed to create pathways for new philanthropic support through both partner organisations and their customers or visitors. The Senior Visitation Specialist will undertake a strategic review of AWC's current visitation, engagement and partnership ecosystem, identifying opportunities to strengthen infrastructure, enhance visitor journeys, expand audience reach, and maximise long-term conservation and philanthropic outcomes. The role requires an entrepreneurial and strategic mindset, with a focus on leveraging AWC's sanctuary network, brand, partnerships and conservation assets to create scalable, mission-aligned engagement opportunities that deepen people's connection to nature while supporting AWC's conservation objectives.

Critical Competencies and Experience

- Significant senior experience in nature-based visitation, sustainable tourism, conservation partnerships,.
- Experience managing the commercial aspects of a tourism business including budget management, sales & marketing, staff selection, and training etc.
- Proven ability to develop, negotiate and manage complex partnerships.
- Strong strategic judgement, with demonstrated ability to balance conservation outcomes, risk, and commercial considerations.
- Demonstrated ability to identify scalable engagement opportunities that balance conservation integrity, audience growth, and commercial/philanthropic sustainability.
- High-level stakeholder engagement and relationship management skills.
- Strong written and verbal communication skills.
- Commitment to AWC's mission, values, and OneAWC approach.

Inherent Requirements of the Role

Regular travel is required, including travel to remote sanctuaries where camping, variable weather and limited connectivity may occur. The role may involve outdoor work and extended hours in remote settings.

Key relationships will include collaboration with the National Manager, Engagement, the broader Communications and Philanthropy teams, Partnerships and Growth, Operations, Science, Finance, Legal, OHS, as well as external partners.

Qualifications

- Tertiary qualifications in tourism, conservation, business, partnerships, or a related field.
- 7+ years' experience in senior partnership, visitation, or related leadership roles.
- Current driver's licence; remote and off-road experience desirable.

Responsibilities

1. Nature-Based Partnership Strategy & Development
Key activities and responsibilities: • Lead AWC's strategic approach to nature-based visitation partnerships across the sanctuary network, designed to build a pipeline for new philanthropic support. • Identify and assess partnership opportunities that align with AWC's mission, values, and conservation priorities, and that can generate a pipeline for new philanthropic support (from partners and/or their customers/visitors). • Develop strategic relationships with aligned organisations, tourism operators, educational institutions, media platforms, and experience partners to expand awareness, visitation, and philanthropic engagement with AWC. • Provide expert advice to senior leaders on visitation-related opportunities and risks, including the strength of the philanthropic pipeline and forecast financial support.
2. Partnership Management & Governance
Key activities and responsibilities: • Build and manage long-term relationships with approved partners, with a clear focus on developing a pipeline for new philanthropic support. • Lead due diligence, negotiation, and approval processes for new partnerships, ensuring each partnership includes a practical pathway to generate philanthropic support (partner, customers/visitors, or both). • Ensure agreements align with sanctuary operations plans, science and include agreed philanthropic objectives and reporting requirements. • Monitor and review partnership performance across experience quality, brand, and financial outcomes, including growth in audience reach, supporter acquisition, visitor engagement, data capture, philanthropic conversion, and long-term donor pipeline development. • Explore innovative engagement and visitation models that deepen connection to nature while supporting conservation outcomes and long-term organisational sustainability.

3. Internal Collaboration & Support Key activities and responsibilities: • Work closely with the engagement team and broader Philanthropy team, sanctuary managers, and operations as well as science teams to plan and deliver visitation activity that strengthens the pipeline for new philanthropic support. • Share expertise and build internal capability around responsible visitation and partner-enabled philanthropic conversion.
4. Risk Management & Quality Assurance Key activities and responsibilities: • Ensure best practice risk management, safety, and compliance across all partnership activities. • Identify and manage reputational, environmental, and operational risks associated with visitation.
5. Performance & Reporting Key activities and responsibilities: • Establish and monitor KPIs for ROI on sanctuary-based experiences, including partnership performance and conservation outcomes, as well as philanthropic pipeline metrics (leads, enquiries, donations) and monitoring conversion rates (e.g., visitor-to-donor and partner-to-donor conversions). • Prepare reporting and recommendations to support strategic decision-making. • Contribute to planning and budgeting processes.
6. Undertake Other Tasks (as required) Key activities and responsibilities: • Champion AWC's values and OneAWC culture. • Represent AWC in external forums and strategic discussions. • Undertake other duties consistent with the seniority of the role.