

**Why we are here**

To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature.

www.wwf.org.au

Job Description

WWF-Australia

ABN 57 001 594 074

Job Title Gifts in Wills Relationship Coordinator

Department Experience

Sub Department Supporter Mobilisation

Job Matrix Group WWF Clerical and Administrative

New Job Architecture Level A

Reports to Senior Manager, Supporter Relationships

Direct Reports Nil

Location Sydney or Melbourne

Job Type Part Time Ongoing Contract

Hours per week 0.6 FTE (22.8 hours)

Award Coverage Award Free

Approval Head of People and Property

Approval Date 21/09/2026

Organisational Context For over 60 years, WWF has been a powerful voice for nature and communities. We are a values-driven and diverse global network of local organisations working in 100 countries. We work as a catalyst with communities, First Nations, governments, businesses, innovators, and philanthropists towards our global mission: to build a world where people live and prosper in harmony with nature.

- WWF-Australia uses our expertise to conserve biodiversity, empower communities and halt climate change in Australia and the Asia-Pacific region. With the knowledge and traditions of First Peoples and local communities, together we can bring change on a global scale for climate, nature, and people. Join us and help Regenerate Nature by 2030.

- WWF-Australia's strategy requires all staff to support the delivery of our objectives which aim to catalyse regeneration towards 2030 across the following strategic priorities: Regenerative Sky (Climate), Regenerative Country (Land) and



Regenerative Saltwater (Oceans) - that deliver inclusive conservation outcomes. These three solution pathways are enabled by a focus on Mobilising Millions, a Regenerative Economy and ensuring a Future Fit Organisation.

Department Context

WWF-Australia's Experience team is responsible for growing our supporter and revenue base and engaging our supporters and partners to take action to help regenerate nature. We create exceptional experiences, content, stories and journeys to inspire diverse audiences in driving change and achieving conservation impact.

Job Purpose

Taking a supporter-centric approach, the Gift in Wills Relationship Coordinator is responsible for initiating inspiring and informed gifts in Wills conversations - primarily via phone, and at times mail and email - with WWF's bequest pipeline to contribute to the delivery of a highly strategic and personalised gift in Wills program to grow future bequest revenue.

Using interpersonal skills this role nurtures relationships with confirmed bequestors to retain their support, and connects with considerers and intenders to support them to include a gift in their Will to WWF, while accurately recording interactions in our systems.

Key Accountabilities

- Adopts a supporter-centric approach to all activities and interactions, delivering an outstanding supporter experience through every communications touchpoint to build and retain supporter trust in WWF-Australia.
- Communicates in a warm and professional way to deliver a multi-channel outbound conversion plan, primarily through phone contact, to a portfolio of bequest considerers and intenders to move them through the gift in Will consideration journey.
- Provides exceptional supporter experience to new and existing confirmed bequestors, primarily through phone contact as part of an ongoing stewardship journey that retains trust and support.
- Respectfully listens to and responds to supporter feedback, and acts proactively to ensure appropriate follow-up actions are taken to close the feedback loop.
- Accurately records all interactions and supporter information on the Customer Relationship Management (CRM) database.
- Remains informed about WWF-Australia's current campaigns and initiatives to successfully communicate complex concepts and respond to enquiries, helping to strengthen supporter engagement and ultimately increase support of WWF-Australia's conservation, fundraising and communication strategies.
- Collaborates with colleagues ensuring aligned performance, motivation and recognition.

Job Responsibilities

Level

- As part of WWF's commitment to innovation, ethical practices, and continuous improvement, this role is expected to embrace and responsibly explore and apply AI technologies in line with WWF's values to maximise impact.
- Complies with legislation, standards, policies and practices, particularly FIA Fundraising Code of Conduct, Advocacy with Excellence, Information Security, health and safety, child protection, security, sustainability, and equal employment opportunity.
- Aligns own work with WWF's mission, Guiding Principles, Brand and I-CCaRe Values – Integrity, Collaboration, Courage, and Respect.



- Performs administration, risk and quality management, and reporting.

Relationships Communications

& Team-working is WWF's preferred way of working requiring positive and constructive relationships across the organisation. Key relationships include:

- WWF Supporters: communicate with supporters who have expressed an interest in gifts in Wills to build trust and convert to confirmed, and with those who have confirmed a gift in Will to maintain trust and retain support.
- Within Supporter Relationships Team: collaborate with peers within the team to co-design and deliver activities and communications.
- Within Supporter Mobilisation Team: work with key supporter facing team members and revenue program coordinators to integrate activities and to respond to supporter enquiries.

Essential Criteria

Selection

- Excellent communication and influencing skills, both verbal and written, with a track record of 'making an ask'.
- Excellent interpersonal skills, and the ability to build relationships internally and externally with a diverse range of people sensitively and with respect for personal information.
- Demonstrated emotional intelligence, and the ability to self-reflect and empathise, adjusting responses and behaviours accordingly.
- Demonstrated experience in delivering high levels of customer care.
- A track record of meeting targets, preferably for donor/customer retention, conversion or similar.
- Demonstrated administration skills and records management.
- Intermediate skills in MS Office and CRM systems, and a willingness to adopt a "digital-first" approach.

Desirable Criteria

Selection

- Experience using Salesforce Non-profit Cloud and Zendesk or other similar platforms.
- Demonstrated track record in achieving call rates to exceptional call and data handling standards.
- Experience working in not-for-profit organisations or fundraising.
- Interest in, and understanding of, environmental conservation and sustainable development.

Credentials

N/A

Does this role involve working with children or child related media?

No

Job Requirements

- Employment screening checks (e.g. Criminal Record Check).

How to Apply

Please include the following two attachments: (1) A cover letter, no more than 2 pages in length, that describes your interest and suitability for the role. (2) Your resume (CV).



Working Rights

Note that applicants require current unlimited working rights in Australia to be eligible for this role.