

**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](http://www.wwf.org.au)

# Job Description

**WWF-Australia**

ABN 57 001 594 074

<b>Department</b>	Experience
<b>Unit/team</b>	Supporter Mobilisation
<b>Job Matrix Group</b>	WWF Corporate Professional
<b>Job Matrix Level</b>	6
<b>Job Title</b>	Mid-Level Supporter Experience Specialist
<b>Reports to</b>	Senior Manager, Supporter Relationships
<b>Direct Reports</b>	Nil
<b>Location</b>	Sydney or Melbourne
<b>Other location/s</b>	Consideration may be given to other major Australian city locations.
<b>Job Type</b>	Full Time Ongoing Contract
<b>Hours per week</b>	38
<b>Award Coverage</b>	Award Free
<b>Approval</b>	Head of Human Resources
<b>Approval Date</b>	26/09/2024
<b>Organisational Context</b>	<p>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.</p>
-	<p>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.</p>
<b>Department Context</b>	<p>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.</p>
<b>Department Context</b>	<p>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</p>



nature. We create exceptional experiences, content, stories and journeys to inspire diverse audiences in driving change and achieving conservation impact.

### **Job Purpose**

The Mid-Level Supporter Experience Specialist is responsible for delivering a highly personalised stewardship and growth program to some of WWF's most generous financial supporters.

Using both relationship fundraising and direct marketing skills, the position nurtures relationships with high-potential donors to maximise their giving; coordinates an engaging calendar of supporter benefits and journeys to retain support; and delivers a growth strategy to attract, convert, and retain new mid-level supporters.

### **Key Accountabilities**

- Nurtures relationships with high-potential supporters to deepen their engagement with WWF and maximise giving.
- Plans and delivers integrated and strategic campaigns directed to mid-level supporters to increase giving.
- Makes one-to-one asks to increase giving of existing mid-level donors or uplift supporters into the mid-level giving program.
- Identifies supporters at risk of lapsing from the program and takes evasive action.
- Is highly responsive to all supporters entering, and already in, the mid-level giving program.
- Plans and delivers strategic campaigns to actively recruit or uplift supporters into the mid-level giving program.
- Plans, collaborates and distributes outreach communications to deepen engagement and encourage two-way communication.
- Maintains secure and detailed record keeping supporting relationship management, personalisation, and ultimately improved supporter experience.
- Coaches Supporter Services team to confidently promote the mid-level giving program with diverse audiences.
- Uses data to test, analyse, and report on activities against program objectives.
- Uses data to analyse the mid-level supporter cohort and co-designs relevant and effective supporter journeys.
- Champions mid-level giving internally leveraging key opportunities like appeal personalisation days to communicate the value, impact, and benefits of mid-level giving.

### **Job Level Responsibilities**

- Contributes to strategic and/or operational planning, systems, processes, delivery and reporting.
- Complies with legislation and standards, policies and practices, particularly [advocacy with excellence], information security, health and safety, child protection, prevention of sexual exploitation and abuse, 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.
- Seeks approval from the CEO for international travel.
- Performs budget administration, risk and quality management, and reporting.
- Supervises staff/volunteers/interns ensuring aligned performance, motivation and recognition.
- Represents WWF as a spokesperson and presents to groups.
- Applies and adheres to the WWF Standards of Conservation Project and Program Management and WWF's Ways of Working.



## **Relationships & Communications**

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

- Within Supporter Relationships Team: you will collaborate with your peers within the team to co-design and deliver activities and communications.
- Within Supporter Mobilisation Team: you will work with key supporter facing team members and revenue program coordinators to integrate activities and provide the best supporter experience.
- Within Supporter Experience Team: you will seek out the expertise of colleagues in digital, data, and supporter experience, and contribute your skills and experience, to shared organisational goals.

## **Job Challenges**

- The position requires the skills to build trust and work collaboratively to achieve engagement across diverse teams and supporters.
- The mid-level giving program bridges individual giving and philanthropic supporters, so the role must work closely across both teams to ensure best experience.
- The mid-level giving program uses both traditional mass direct marketing and major donor development techniques, the role requires both relationship fundraising and direct marketing skills.
- The geographically dispersed nature of WWF and its supporters requires advanced communication and engagement skills.
- Sensitivity to supporters' personal situations when planning and making a financial ask.
- Anticipating supporter/community reaction to issues and tailoring communication to achieve positive outcomes.
- Maintaining knowledge of WWF's strategic objectives and activities and communicating this to supporters in an engaging, meaningful way.
- Contributing to the achievement of revenue targets and maximising income in a competitive market.

## **Essential Selection Criteria**

- Experience in mid-level donor development programs, or a background in business development/account management.
- Excellent communication and influencing skills, with a track record of 'making an ask' that results in income generation.
- 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.
- Highly organised, and superior attention to detail, with a track record of meeting deadlines.
- Experience working both independently and as a part of a constructive and collaborative team.
- Intermediate level skills in Microsoft Office applications and CRM databases to undertake data analysis and reporting.

## **Desirable Selection Criteria**

- Willingness to contribute to wider retention beyond the mid-level giving program, with consideration given to the supporter experience and lifecycle.
- A commitment to acquiring, applying, and contributing to industry and organisational knowledge and research.
- An understanding of direct marketing/mass marketing principles and their application in fundraising.



- Experience working in not-for-profit organisations or fundraising.
- Experience in CRM/databases.
- Experience developing and implementing engagement plans.
- Interest in, and understanding of, environmental conservation and sustainable development.
- An understanding of, and support for, workplace sustainability principles.

#### **Credentials**

- Tertiary qualifications in fundraising, business, marketing, communications, relationship management, or sales and/or equivalent relevant experience.

#### **Does this role involve working with children?**

- No

#### **Job Requirements**

- Provide evidence of completion of a full-course of an Australian government-recognised vaccination against COVID-19.
- Employment background checks.
- A registered/insured vehicle suitable for travel (usage to be reimbursed at Australian Tax Office rates).
- After hours work on infrequent occasions.
- Interstate/international travel infrequently and with advance notice.
- Infrequent remote field work which involves camping and overnight stays.

#### **How to Apply**

Applicants can apply via <https://wwf.org.au/about-us/jobs-at-wwf/>. Only those applicants applying online via the eRecruitment System will be considered.

Please include the following two attachments: (1) a 1 page cover letter/statements against the selection criteria and (2) your resume (CV).

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