

**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

Department	Experience
Unit/team	Supporter Mobilisation
Job Matrix Group	WWF Corporate Professional
Job Matrix Level	6
Job Title	Gifts in Wills Experience Specialist
Reports to	Senior Manager, Supporter Relationships
Direct Reports	Nil
Location	Sydney or Melbourne
Other location/s	Consideration may be given to other major Australian city locations.
Job Type	Full Time Ongoing Contract
Hours per week	38
Award Coverage	Award Free
Approval	Head of Human Resources
Approval Date	26/09/2024
Organisational Context	<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>
Department Context	<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>
Department Context	<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 Gift in Wills Experience Specialist is responsible for delivering a highly strategic and personalised gift in Wills program to grow future bequest revenue.

Using both relationship fundraising and mass direct marketing skills, the position promotes gifts in Wills to identify considerers; nurtures relationships with considerers and supports them to include a gift in their Will to WWF; coordinates an engaging calendar of benefits and journeys to obtain and retain future gifts; and represents WWF upon the realisation of a bequest.

Key Accountabilities

- Adopts a “whole of pipeline” approach to strategic campaigns considering all stages of the gift in Wills consideration journey, to actively recruit supporters into the gift in Will pipeline; increase conversion of considerers; and retain support through to realisation of a bequest.
- Nurtures and stewards relationships at all stages of intention from first enquiry through to realisation of a bequest, to deepen engagement with WWF and increase the number, value, and retention of gift in Will donations.
- Nurtures relationships with loved ones and representatives at realisation, demonstrating gratitude and impact, promoting the organisation as a worthwhile recipient of bequests. Is highly responsive to all supporters entering, and already in, the gift in Wills program.
- Delivers multi-channel marketing tactics and campaigns to actively grow the pipeline of prospects.
- Makes one-to-one gift in Will asks to increase the number, and value of bequests.
- Maintains secure and detailed records supporting relationship management, personalisation, and ultimately improved supporter experience.
- Coaches Major Gifts and Supporter Services teams to confidently discuss gifts in Wills with diverse audiences.
- Uses data to test, analyse, and report on activities against program objectives.
- Uses data to co-design relevant, personalised, and effective supporter journeys.
- Champions gifts in Wills giving internally, leveraging key opportunities like Include a Charity week to communicate the value, impact, and benefits of charitable bequests.

Job Level Responsibilities

- Contributes to strategic and/or operational planning, systems, processes, delivery and reporting.
- Complies with legislation and standards, policies and practices, particularly FIA Fundraising Code of Conduct, 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 to respond to supporter enquiries.
- Within Supporter Experience Team: you will seek out the expertise of colleagues in digital marketing, 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 individuals.
- The gift in Wills pipeline includes individual giving and philanthropic supporters, so the role must work with both teams to ensure best supporter experience.
- The gift in Wills 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 an 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 gift in Wills or philanthropic 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 gift in Wills program, with consideration to the whole 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, communications, relationship management, or sales and/or equivalent relevant experience.
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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.