



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	8
Job Title	Senior Manager, Individual Giving
Reports to	Head of Supporter Mobilisation
Direct Reports	Direct Marketing & Digital Fundraising Manager (Loyalty) Direct Marketing & Digital Fundraising Manager (Growth)
Location	East Coast - Brisbane, Sydney, Canberra or Melbourne office
Job Type	Full Time Ongoing Contract
Hours per week	38
Award Coverage	Award Free
Approval	Head of People and Property
Approval Date	18/12/2024
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.
Department Context	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 strategy requires all staff to support the delivery of our conservation objectives across the following strategic priorities: Conserve Nature with Equity, Return the



Climate to a Stable State, Support Planet Friendly Food, Save Threatened Species, Protect our Marine Life and Engage Millions as Active Stewards and Investors of Nature.

WWF-Australia's fundraising goal is to drive diversified and sustainable income growth that will provide the resources and capacity to deliver our vision to halt the decline of targeted species, make a critical contribution to Global Goals and promote sustainable development.

Job Purpose

The Senior Manager, Individual Giving, leads the end-to-end Regular Giving and Single Gift fundraising products. Leading and motivating a small team, this position ensures growth in income through the optimisation of existing products, collaborating on new product development and enhancing the supporter experience. This role seeks to drive a positive and engaging experience for individual supporters across acquisition, retention, renewal, reactivation, and conversion; with the aim of growing revenue and increasing supporters' lifetime value in alignment with WWF's conservation goals.

Key Accountabilities

- Manages the development and implementation of WWF-Australia's Regular Giving and Single Gift fundraising programs, and collaborates on the development of products and propositions to increase income from existing and prospective individual supporters.
- Coaches and builds a high-performing team to achieve shared income, growth and retention targets.
- Drives multi-channel acquisition of new supporters across digital, TV, direct mail, telemarketing, e-commerce, and new channels, to achieve budgeted acquisition and retention targets for Single and Regular Giving.
- Develops donor renewal activities including direct marketing appeals, newsletters, e-commerce, upgrade/reactivation/conversion (and other new) campaigns, to engage supporters and achieve budgeted targets.
- Collaborates to develop supporter retention strategies, journeys, initiatives, and tactics to improve donor retention rates and maximise supporter lifetime value.
- Oversees the management of fundraising agency partners, ensuring sustainable procurement standards, due diligence, compliance with relevant legislation and industry Codes, achievement of performance targets, training and engagement of agency team members.
- Collaborates to define supporter lifecycles and segmentation, to align acquisition, conversion and retention strategies and journeys to the next best action.
- Embraces the adoption of AI and innovation to enhance and support fundraising activities, plus ensures a strong test-and-learn approach is implemented.
- Collaborates to ensure cross-functional integration and unified approaches to fundraising and engagement activities.
- Develops operational plans, forecasts, and budgets, and undertakes regular performance monitoring, reporting and analysis to achieve key performance indicators.
- Undertakes research, data collation and analysis to gather information and insights into Regular Giving, Single Giving and digital giving trends within WWF and the broader fundraising sector, and leads the development of continuous improvement to programs.
- Collaborates with and shares fundraising expertise across the WWF global network, with a focus on the Asia-Pacific region.

Job Level Responsibilities

As a **people manager**, at a multi-program level:

- Contributes to departmental strategy, managing operational planning and delivery.



- Performs operational budgeting, risk and quality management and contributes to departmental reporting.
- Team leadership in building a high performance staff, facilitates change through people, and develops individual competence by coaching, developing and retaining talent.
- Ensures compliance with legislation and standards, policies and practices, particularly Advocacy with Excellence, Information Security, health and safety, child protection, security, sustainability, and equal employment opportunity.
- Aligns staff with WWF's mission, Guiding Principles, Brand and I-CCaRe Values – Integrity, Collaboration, Courage and Respect.
- Represents WWF as a functional/technical expert or authority within discipline and presents to high level groups.
- Seeks approval from the CEO for international travel.

Relationships & Communications

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

- Within the Individual Giving team: you will lead the team to drive campaigns, initiatives and experiences to engage and raise money from supporters.
- Within the Supporter Mobilisation team: you will share knowledge with peers across the team, to leverage opportunities for collaboration. Supporter Relations play a key customer service and experience role for supporters.
- Within the Experience team: you will collaborate with and seek out the expertise of colleagues in digital marketing, content, communications, data, philanthropy and supporter experience, and contribute your skills and knowledge to shared organisational goals.
- Collaborating with the Regenerative team: You will work with our conservation colleagues to identify meaningful projects and impact for supporter communications and campaigns.
- Collaborating with the Operations team: You will work with colleagues across Finance, Legal, Risk, WHS, HR and IT to ensure our fundraising activities are compliant and our teams have the right support they need.

Job Challenges

- Developing and managing mass market giving programs proactively to maximise income, in an increasingly competitive market.
- Achieving performance and budget targets across large scale fundraising programs.
- The geographically dispersed nature of WWF and its donors requires excellent relationship building and organisational skills.
- Leading a geographically dispersed team and engaging in cross-functional collaboration requires strong people and communication skills.
- Anticipating donor reactions to issues and tailoring communications to achieve positive outcomes.
- Maintaining knowledge of WWF's strategic objectives and activities and communicating this to donors in an engaging, meaningful way.

Essential Selection Criteria

- Demonstrated significant experience managing large-scale fundraising programs for a not-for-profit organisation
- A track record of successfully managing omni-channel fundraising campaigns, with strong digital marketing knowledge
- Demonstrated people management experience and a track record in creating a constructive team culture



- A track record of forecasting, managing budgets and achieving income targets
- Demonstrated knowledge of best practice supporter-centric principles
- Demonstrated knowledge of PCI compliance, Privacy principles and FIA Code of Conduct
- Strong data analysis skills with demonstrated experience in implementing actionable insights
- Advanced communication, collaboration, negotiation and influencing skills
- An ability to work constructively with diverse people and skillsets to create an energised, trusting and open, mission-driven working environment
- Competency in utilising CRMs and Microsoft Office.

Desirable Selection Criteria

- Understanding of marketing automation platforms and principles
- Experience working in international, multi-stakeholder environments
- Knowledge of innovation methodologies and a champion of innovative thinking
- An interest in, and commitment to environmental conservation and sustainable development
- An understanding of, and support for, workplace sustainability principles

Credentials

- Advanced degree qualifications in marketing, business management, or other relevant discipline, or equivalent experience.

Does this role involve working with children?

- No

Job Requirements

- Employment screening checks (e.g. Criminal Record Check or Working with Children Check).
- After hours work on infrequent occasions.
- Interstate/international travel infrequently and with advance notice.
- Provide evidence of completion of a full-course of an Australian government-recognised vaccination against COVID-19.

How to Apply

Applicants can apply via <https://www.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 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.