

**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	5
Job Title	Community Fundraising Campaign Coordinator (Casual)
Reports to	Community Fundraising Manager
Direct Reports	Nil
Location	WWF-Australia Office/location negot.
Job Type	Casual
Contract Period	Variable
Hours per week	Variable
Award Coverage	Award Free
Approval	Head of People and Property
Approval Date	13/01/2025
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 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 The position supports the planning and delivery of WWF-Australia's Earth Hour campaign, with a focus on community outreach and fundraising engagement, project team administration, stakeholder coordination and supporter engagement. The position inspires, engages, and mobilises new audiences and existing supporters to deliver an excellent supporter experience and grow revenue in alignment with WWF's conservation goals.

Key Accountabilities

- Supports the Earth Hour project team in the implementation of the conversion and outreach strategy.
- Supports the creation of communication and promotional materials.
- Undertakes outreach (phone, email etc) and conversion outreach of fundraisers.
- Delivers the engagement and stewardship of fundraisers.
- Tracks Earth Hour Campaign objectives, plans, and activities.
- Establishes and maintains supportive and professional relationships with relevant industry bodies, businesses, schools, groups, and other stakeholders across Australia to switch off (landmarks, iconic buildings, etc.) or participate in promotional campaigns.
- Fields and actions inbound stakeholder enquiries.
- Collaborates across the Experience team in the planning, development, and production of communication materials across digital channels.
- Provides support in the planning and development of the Earth Hour campaign and its execution.

Job Level Responsibilities

- Contributes to operational planning, systems, processes, delivery and reporting.
- Complies with legislation, standards, policies and practices, particularly Advocacy with Excellence, Information Security, health and safety, child protection, prevention of sexual exploitation and abuse, security, sustainability, privacy, 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.
- Works with staff/volunteers/interns ensuring aligned performance, motivation and recognition.
- Represents WWF as a functional authority within discipline, as a spokesperson and presents to groups.

Relationships & Communications Team-working is WWF's preferred way of working, requiring positive and constructive relationships across the organisation.

Key relationships include:

- Experience Team peers across Supporter Mobilisation; Philanthropy & Development; Lifecycle, Performance and Insights; Content and Audience Growth, to ensure integration across programs.
- Community fundraisers (Earth Hour) to increase engagement and secure income.



- Third-party platform suppliers to support digital fundraising and ensure data and income are transferred in a timely and accurate manner.

Job Challenges

This position requires the skills to build trust and work collaboratively to achieve engagement with current and potential fundraisers.

- Supporting the development of a signature campaign in an increasingly competitive market.
- The geographically dispersed nature of WWF and its supporters requires excellent relationship building, communication and organisational skills.
- Maintaining knowledge of WWF's strategic objectives and activities and communicating this to donors in an engaging, meaningful way.

Essential Selection Criteria

- Demonstrated experience and a track record of success in supporting the development and delivery of campaigns.
- Demonstrated experience in community outreach and stakeholder engagement.
- Project management experience within a context of coordinating diverse activities within tight deadlines.
- Well-developed interpersonal skills (including influencing, negotiating, and networking) with a proven ability to inspire and motivate people to action.
- Proven excellent verbal and written communication skills.
- Demonstrated high-level problem-solving and issues resolution skills.
- Competent in basic project management tools or systems.

Desirable Selection Criteria

- Experience in outreach programs relating to a major event or targeting individuals
- Experience in climate change advocacy campaigns or peer-to-peer fundraising campaigns.
- Demonstrated digital monitoring, analysis and reporting skills.
- Experience using digital or design tools (e.g. CMS, database, email platforms, social media)
- Knowledge of charitable giving and supporter centric principles.

Credentials

- Currently studying or has completed a tertiary degree in Marketing/Communications, Community/NFP or other relevant disciplines or equivalent work 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

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 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.