

**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.

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	Experience Transformation Manager
Reports to	Head of Supporter Mobilisation
Direct Reports	Nil
Location	WWF-Australia Office/location negot.
Job Type	Full Time Maximum Term Contract
Contract Period	1 year
Hours per week	38
Award Coverage	Award Free
Approval	Head of People and Property
Approval Date	07/03/2025
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.

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 Experience Transformation Manager leads innovation and change to optimise the supporter experience towards our Mobilise Millions goals. This role utilises innovation, technology and AI to challenge, drive growth, unlock capacity and advance our revenue sustainability. This position functions as a change agent, facilitating rapid transformation and supporting the Experience team through these changes.

- Key Accountabilities**
- Evaluates the productivity, impact and effectiveness of fundraising and advocacy campaign activities, processes and ways of working.
 - Utilises data and insights to identify opportunities for enhancement or cessation across the Supporter Mobilisation portfolio and leads recommended changes that streamline operations and unlock capacity.
 - Collaborates on the development of new products and propositions to increase sustainable income from existing and prospective supporters.
 - Collaborates on the integration of fundraising and engagement practices, content, segmentation and digital channels.
 - Fosters a culture of continuous improvement by encouraging innovation and challenging existing practices.
 - Implements new, innovative and quality practices that promote consistency, scalability and efficiency across Experience initiatives.
 - Supports the exploration and integration of AI across fundraising practices and Experience operations.
 - Collaborates across the Experience team to remove 'silos' and develop pathways that promote a holistic supporter experience and single supporter view.
 - Uplifts the Experience team's capability to implement new initiatives and embrace high volumes of change.
 - Supports the Experience team through change with guidance, training and resources, helping team members adapt to new ideas, processes, and methodologies, ensuring they confidently embrace and sustain the changes made.
 - Acts as a catalyst for change, ensuring that transformation initiatives are implemented effectively and within planned timeframes and budgets.

- 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.
- Ensures a distinction between managing staff and/or volunteers/interns, and having oversight of independent contractors, in terms of the supporting the rights and obligations for those concerned.
- Ensuring that when securing a service provider such as an independent contractor over an employee that the legality of the relationship is compliant, and overseeing those relationships in accordance with the rights and obligations of those concerned.

Relationships & Communications

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

- Within the Supporter Mobilisation team: you will work closely with the program leads to identify areas for optimisation and support them to implement recommended changes.
- Within the Experience team: you will collaborate with teams in digital marketing, content, communications, data, philanthropy and supporter experience, to improve ways of working and a seamless supporter experience.
- Collaborating with the Operations team: You may work with colleagues across Finance, Legal, Risk, Work Health and Safety, People and Property, and IT to improve cross-team efficiencies and ensure our fundraising activities are compliant.

Job Challenges

- Leading wide-scale transformation requires careful change management practices.
- Potential cultural resistance to 'stopping' things.
- Developing mass market giving programs to generate unrestricted revenue in an increasingly competitive market.
- The geographically dispersed nature of WWF and its supporters requires excellent relationship building and organisational skills.
- Engaging with a geographically dispersed team and facilitating cross-functional collaboration requires strong people and communication skills.

Essential Selection Criteria

- Demonstrated significant experience in a mass market fundraising role in a not-for-profit organisation across multiple channels.
- Demonstrated experience in change management and supporting teams through transformation process.
- Demonstrated experience in project management, leading cross-functional teams in collaborative projects.
- Strong knowledge of trends, AI applications, innovation methodologies and a champion of innovative thinking.
- An ability to work constructively with diverse people and skillsets to create an energised, trusting and open, mission-driven working environment.

Desirable Selection Criteria

- Demonstrated experience in working within supporter/customer experience frameworks towards a holistic lifecycle marketing approach.



- Strong analytical skills with experience in implementing actionable insights.
- Strong problem-solving skills.
- Strong organisational skills and the ability to manage multiple projects simultaneously.
- Advanced communication, collaboration, negotiation and influencing skills.
- Experience in journey mapping.
- Experience in working in behavioural change communications or advocacy.
- Experience working in international, multi-stakeholder environments.
- An understanding of, and support for, workplace sustainability principles.

Credentials

- Tertiary qualifications in Business, Marketing, Communications or Fundraising and/or equivalent relevant experience

Does this role involve working with children?

- No

Job Requirements

- Employment background checks
- Interstate travel infrequently and with advance notice

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.