



## Job Description

### Communications and Fundraising Coordinator

<b>Role type:</b>	Part-time, 3 days a week, fixed term contract until the 30th of June 2022
<b>Reports to:</b>	Communications and Marketing Manager
<b>Direct reports:</b>	Nil – works closely with program managers, interns and volunteers
<b>Location:</b>	A combination of remote and at our Taronga Zoo, Sydney, office.
<b>Closing date:</b>	9am, Monday 4 October

### About The Jane Goodall Institute Australia

The Jane Goodall Institute Australia (JGIA) is entering an exciting new chapter of growth, as we bring our founder's message of Hope to more people, to make more difference, at this critical time. So, we're expanding our team with a digital specialist who can turn our big dreams into reality.

Building on the legacy of our founder, the legendary Dr. Jane Goodall - scientist, conservationist, peacemaker, mentor - we inspire hope through action to benefit animals, people and our shared environment. Our work centres on two areas: community conservation in Africa, working with local partners to protect chimpanzees and their forest homes; and empowering the next generation of environmentalists here in Australia, through our youth-driven initiative Roots & Shoots.

While geographically apart, our programs share the same heart: nurturing grassroots and people-driven nature-based solutions for our beautiful planet - acting locally, while thinking globally, to build Hope.

As Dr. Goodall says: "Cumulatively small decisions, choices, actions, make a very big difference."

### Role Purpose

As the Communications and Fundraising Coordinator, you'll be a very valuable member of our small, but highly dedicated team, based across Australia. You'll work very closely with our Communications and Marketing Manager and CEO to execute digital marketing activities that attract new supporters and engage existing supporters, to convert the deep credibility of our founder into long-term, financial capacity.

This is a hugely important role in keeping Dr. Goodall's legacy alive for many generations to come. You'll be key to cultivating a deeper relationship with our supporters throughout their journey, from newly aware to lifelong regular giver. Across owned, earned and paid - including email, social, search, web and more - you'll devise and implement campaigns that combine compelling storytelling with data-driven tactics to deliver ongoing, sustainable success.

You'll be nimble: curating stunning imagery or writing meme-worthy copy for campaigns, to examining Google Analytics, and building responsive landing pages, forms and campaign journeys. You'll develop a

strong understanding of our supporters, examining our CRM to identify audiences and opportunities, to optimise all fundraising activities - with a focus on acquisition of new givers.

While this role is digital focused, you may be called to assist in other areas of work - like events.

## **Role Responsibilities**

### **Contribute to fundraising growth**

- Create and manage effective strategies to convert new audiences and current supporters into regular donors, with a focus on acquisition of new regular givers online.
- Develop digital marketing campaigns to effectively increase fundraising levels
- Develop supporter journey strategies that deepen engagement with JGIA campaigns, leading to increased donations and regular giving commitment.
- Proactively use test-and-learn methods to analyse, research and recommend tactics to optimise our current activity and increase results - including new tools or tech.
- Deliver against our ambitious fundraising targets

### **Collaborate and build relationships**

- Working with program managers and global colleagues, implement email marketing campaigns that deliver and exceed targets
- Use Wordpress, Nationbuilder and other web tools to deliver effective fundraising UX including landing page, forms and content - that convert engagement into action.
- Work with the Communications and Marketing Manger to optimise acquisition to attract high value donors with longevity - from regular gifts to bequests.
- Work with the Chief Executive Officer to optimise and deliver results for our prestigious major donor program, as well as corporate partners
- Collaborate closely with volunteers and interns

### **Planning and Implementation**

- Deliver engaging and effective campaigns via paid, owned and earned digital channels, to acquire single donors and regular givers.
- Support landing page development and conversion rate optimisation
- Provide support for bi-annual appeals, working in collaboration with the Communications and Marketing Manager and Program Managers
- Plan, deliver, execute and optimise always-on activities that drive continual donor acquisition - to test, learn and evaluate on a monthly basis

# Role Requirements

## About you:

You're passionate about animals, nature and our shared environment and want to make a positive difference for our planet. You get stuck in, are pro-active, being both a team player and focused, self starter. And, like our founder, you're always curious, compassionate, courageous and committed.

Also like our founder, you are analytical and creative - part scientist, part artist. You see how the details impact the big picture, from digital results to the positive planetary effect of girls' education. You join the dots to create holistic campaigns that flourish like a healthy forest, where every element of the ecosystem complements the other.

You're also a practical go-getter: able to deliver quality work that delivers unsupervised, plus jump in to help a team member when needed.

## Knowledge

- Knowledge of digital marketing best practice, current trends and innovations
- Dynamic Creative and Multivariate testing approaches, test plans and assessment.
- Knowledge of ADMA policies and guidelines desirable.
- Knowledge of Fundraising Institute of Australia (FIA) fundraising policies and guidelines desirable.
- Training and running staff workshops is desirable but not essential

## Skills

### Essential:

- Clear, concise and compelling copywriting that converts - across email, web, organic and paid social. Training can be provided.
- Strong time management including scheduling, prioritisation and organisation.
- Strong Interpersonal relationship building with local and global teams, board directors, volunteers and partners
- Performance marketing and analytics skills - especially the full Facebook Business Manager suite and Google Analytics.

### Desirable

- Usage of project management tools like Google Sheets, Airtable, Trello and others to clearly plan and communicate with the team
- Multi-channel campaign planning - from above the line brand awareness to always on lead generation, especially with optimising organic content and PR moments
- Knowledge and experience using email systems, journey builders and integration with CRMs
- Website and landing page building, optimisation, SEO and user experience design.
- Skills in SEM and Display are highly welcome, but not essential
- Knowledge of and experience in influencer marketing is useful
- Creative skills - such as graphic design and video - are a bonus, but we can provide full training. We use Canva for all staff plus Adobe Creative Suite.

## Experience

- At least two years' experience in a digital fundraising or revenue driving marketing role for a NFP/NGO **and/or**
- At least two years' experience in digital marketing campaign coordination and implementation including multi-channel activity across paid, owned and earned channels such as email, social media, search, paid media, partnerships **and/or**
- At least two years' experience in content marketing - copywriting, project management or asset production (video, imagery) - with clear commercial or fundraising goals
- Project and stakeholder management.
- Audience segmentation and market analysis.
- Reporting and data analysis