



Jane Goodall Institute Australia

An exciting opportunity for a Fundraising and Communications Manager to join the dynamic JGIA team. Come help us turn our dream of looking after people, animals, and the shared environment, into reality.

ABOUT THE JANE GOODALL INSTITUTE AUSTRALIA (JGIA)

JGIA is entering an exciting new chapter of growth, as we bring our founder's message of Hope to more people, to make a bigger difference, at this critical time. We are looking for a Fundraising and Communications Manager who can help us 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."

ABOUT THE ROLE

As the Fundraising and Communications Manager, you'll be a very valuable member of our small, but dedicated team. You will work closely with our CEO, other JGIA staff members as well as volunteers, to convert the deep credibility of our founder into long-term, financial capacity.

You are a self-starter who can work collaboratively to develop and deliver on the annual fundraising and communications plan. You will manage all external communications to encourage the acquisition and retention of donors, partners, volunteers and program participants. The role works across multiple platforms and manages the Fundraising and Communications Officer as well as team of volunteers to achieve results within our programs, to fundraise and share our social impact.

You will also be responsible for content production across various channels, marketing materials, newsletters and bi-annual fundraising appeals with the aim of growing our database and increasing revenue.

As a natural people leader, you are comfortable being hands on whilst keeping the wider organisational objectives and priorities in mind.

For further information on the role, please find the full job description below.

WHAT YOU'LL BRING

A minimum of 5 years' experience in a similar role

People management experience, and the ability to bring out the best in your team, particularly during times of change

A demonstrated ability to meet and exceed agreed goals and fundraising targets set to match organisational objectives

Prior experience of completing formal funding proposals

Excellent written and verbal communication skills

An understanding of social media trends

Experience implementing scalable supporter and program participant journeys

Extensive experience and technical knowledge managing websites and databases

A strong sense of aesthetic and ideally, graphic design skills

Excellent attention to detail, organisational skills

Demonstrated experience working autonomously and as part of a team

The ability to work well remotely and with remote team members located interstate.

BENEFITS

Learning, development and career progression opportunities

Some flexibility around work arrangements (hours / working from home)

Flexibility and autonomy in the workplace

INTERESTED?

If the above resonates with you and you feel you can positively contribute to this close-knit team, please apply as soon as possible, as there are no deadlines for applicants.

Please submit your cover letter and current resume, to the JGIA General Manager via email: operations@janegoodall.org.au.

The JGIA Office is Headquartered in Sydney; however, applications will be accepted from other locations within Australia.

JGIA is an equal opportunities employer, and is always actively looking for applicants from a diverse range of genders, cultures, language groups, abilities, and experiences to apply. To be eligible to

apply for this position you must have an appropriate Australian or New Zealand work visa or be eligible to apply for one.

JGIA believes that it is our duty to ensure that we do everything we can to keep children safe. We have a responsibility to those children that we come into contact with, and as an organisation, we are committed to ensuring the safety of children by not harming them or placing children at risk. As part of the screening process, candidates will be required to complete a National Police Check and a Working with Children Check.

JOB DESCRIPTION

FUNDRAISING AND COMMUNICATIONS MANAGER ROLE DESCRIPTION

Employer:	Jane Goodall Institute Australia (JGIA)
Duration:	Permanent
Work type:	Full Time
Location:	Based or Remote Working from Home. Must be able to come into the office a minimum of 1 day per week (allowing for the appropriate COVID-19 restrictions) and may be required out-of-hours for conference calls.
Reports to:	Chief Executive Officer
Direct Reports:	Fundraising and Communications Officer

Role Purpose

The Fundraising and Communications Manager manages all external communications to encourage acquisition and retention of donors, partners, volunteers, program participants, and other third parties. The role works across multiple platforms and manages a team of staff and volunteers to achieve results within our programs, to fundraise and share our social impact.

The Fundraising and Communications Manager is responsible for content production across various channels, marketing materials, newsletters and bi-annual fundraising appeals with the aim of growing our database and increasing revenue. The role will work very closely with the CEO, volunteers and other members of the JGIA team.

Key Responsibilities

As Fundraising and Communications Manager, you will be a people leader who is comfortable being hands on whilst keeping the wider organisational objectives and priorities in mind. You will have a broad range of skills, knowledge and experience to cover the key responsibilities which include:

1. Develop and deliver the annual communications & fundraising plan to raise funds and awareness of JGIA and its local, national and international work

2. Oversee and support the execution of fundraising campaigns and communications strategies across multiple channels (e.g., social media, direct communications, web marketing, e-communications, print, media)
3. Manage the website including content, digital strategy, analytics, administration and supplier management.
4. Grant writing
5. Oversee brand management in line with international JGI chapters
6. Work with other JGI chapters to create and execute global campaigns
7. Oversee the management of the JGIA database and fundraising and communications records
8. Lead the creation of content and collateral for use across multiple channels (copy, graphics, video)
9. Manage a volunteer Social Media team to create and distribute content
10. Use analytics to measure, evaluate and report against goals and performance of digital marketing activity and plans
11. Delegate tasks to and provide support for volunteers, if necessary, in order to conduct marketing campaigns
12. Coordinate monthly e-newsletters and write blog pieces as necessary
13. Support organisational program growth through the support of, and liaison with, program leads in Africa Programs and Roots & Shoots.
14. Support organisational business development through the creation of resources and materials
15. Perform other duties as assigned by the CEO

Essential Criteria

1. Minimum 5 years' experience in a similar role
2. People management experience, and skills to bring out the best in your team particularly during times of change
3. Understanding of social media trends
4. Excellent written and verbal communication skills
5. Prior experience of completing formal funding proposals
6. Experience implementing scalable supporter and program participant journeys
7. Extensive experience and technical knowledge managing websites and databases
8. A strong sense of aesthetic and ideally, graphic design skills
9. A demonstrated ability to meet and exceed agreed goals and fundraising targets set to match organisational objectives
10. Excellent attention to detail, organisational skills
11. Demonstrated experience working autonomously and as part of a team
12. The ability to work well remotely and with remote team members located interstate.

13. Passion for the not-for-profit sector, including volunteer management
14. A current police check and working with children check (or willingness to apply)

Desired Criteria

15. Tertiary qualification in Marketing, Communications or related field
16. Prior experience in the not-for-profit sector
17. Experience in managing the building of a website, including procuring a web developer
18. Experience in business development, partnerships or sharing impacts of social change

Working at JGIA

We value flexibility and autonomy, and encourage the team to work in ways that meet their work/life commitments and support their wellbeing and professional development while enabling a cohesive workplace culture.