

**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 Revenue Development

Unit/team Fundraising

Job matrix group WWF Corporate Professional

Job matrix level 9

Job title Head of Individual Giving

Reports to Revenue Development Director

Direct reports Senior Manager Donor Acquisition, Bequests Manager, Head of Donor Engagement and Retention

Location WWF-Australia Office/location negot.

Job type Full Time Fixed Term Contract

Contract Period 3 years

Hours per week 38

Approval People and Culture Director

Approval date 01/12/2020

Organisational context For over 50 years WWF has been a leading voice for nature. We are the world's largest conservation organisation, working in 100 countries and with over 5 million supporters. WWF-Australia is the 7th largest member of the WWF Network. We work with governments, businesses and communities on environmental issues with a single mission: to build a world where people live and prosper in harmony with nature. We have our foundation in science and we work towards a sustainable planet, striving to conserve biodiversity in Australia and throughout the Oceania region. Behind the scenes of our on-ground conservation projects are teams of scientists, policy and communications experts, lawyers and other specialists, all supported by our regional and national staff members. WWF-Australia does not engage in activities that support political parties, seek to persuade members of the public to vote for or against particular candidates or parties in an election, participate in party political demonstrations, or distribute material designed to underpin a party political campaign.

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 2021 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.



Purpose of job

The Head of Individual Giving leads the generation of financial supporters and revenue via public donations derived from digital and offline campaigns and activities, including Regular Giving, Appeals, Workplace Giving, Bequests, Community and Livestream Fundraising programs. The position plays a key role in shaping and strengthening WWF's ability to achieve its strategic objectives through the generation, retention and growth of sustainable financial support.

Key accountabilities

- Leads the Individual Giving strategy and sets annual plans to meet targets for ambitious and sustained year-on-year income growth;
- Directs the planning, development, implementation, and monitoring of Individual Giving team operations;
- Leads the Individual Giving team to deliver key performance indicators including achieving donor acquisition, retention and development goals and income targets;
- Manages fundraising budgets, including monthly budget reports, to inform decision making on budgeting, fundraising activities and future growth;
- Oversees the acquisition, engagement, retention and development of donors;
- Provides expert advice and support to the Board, CEO, Executive and Leadership Team concerning Individual Giving, including through strategy development and program KPI performance reporting;
- Creates a visionary, compelling propositions engaging the public and donors, including integrated organisation-wide campaigns through collaboration with internal stakeholders;
- Ensures cross-functional integration and synergistic approaches to the planning and execution of integrated fundraising, marketing, and communications across all channels;
- Integrates the practice and understanding of Individual Giving across WWF-Australia and develops systems to integrate and automate program management, data capture, storage and reporting processes;
- Maintains sector expertise through research and analysis to ensure strategic and opportunistic trends are leveraged;
- Leverages WWF's innovation methodologies and collaborates with internal and external stakeholders to test and validate new products, propositions and approaches to giving;
- Contributes to strong fundraising leadership within the Global WWF Network, with a particular focus on the Asia Pacific region.

Job level responsibilities

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

- Contributes to strategic leadership that drives improvement, innovation and results across one or more programs/teams.
- Performs financial, risk and quality management and contributes to departmental reporting at Board/Executive Level.
- Builds high performance, collaborative teams, driving change through people, and developing individual competence by attracting, coaching, developing and retaining talent.
- Directs compliance with legislation and standards, manages policies and practices, particularly Advocacy with Excellence, Information Security, health and safety, child protection, prevention of sexual exploitation and abuse, security, sustainability, Information Security, and equal employment opportunity.
- Aligns work with WWF's mission, Guiding Principles and I-KODE Values – Acts with Integrity, Knowledgeable, Optimistic, Determined and Engaging.
- Champions the brand to build trust and optimises brand opportunities to drive donor and partnership engagement



- Represents WWF-Australia as an influential technical expert within discipline nationally and internationally.
- Applies and adheres to WWF's Ways of Working.
- 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:

- Revenue Development to ensure strategic alignment and integration with revenue and financial supporter goals.
- Heads of department to ensure integration across information and programs.
- WWF International Network to share insights and activate global digital initiatives.
- Vendors, suppliers and consultants.

Job Challenges

- The position requires the skills to build trust and work collaboratively to achieve engagement across diverse teams;
- The geographically dispersed nature of WWF requires advanced people and communication skills;
- Maximising supporter engagement and fundraising opportunities with a focus on digital channels in an increasingly competitive market;
- Maintaining a supporter-first focus while managing competing priorities across multiple internal stakeholder groups.
- Maintaining knowledge of WWF's strategic objectives and activities and communicating this to the public and supporters in an engaging, meaningful way.
- Anticipating supporter and community reaction to issues and tailoring positions and communication to achieve positive outcomes;

Essential selection criteria

- Demonstrated significant experience in a fundraising strategic leadership role within a not-for-profit organisation;
- Demonstrated excellent financial management and data analysis skills, with proven experience developing and managing complex budgets and forecasts;
- A track record of successfully managing fundraising across digital and offline campaigns and activities, including Appeals, Workplace Giving, Bequest, Community and in developing new streams of individual giving;
- Demonstrated people management experience and a track record in creating constructive team cultures;
- An ability to work constructively with diverse people and skillsets to create an energised, trusting and open, mission-driven working environment.
- Advanced communication, collaboration, negotiation and influencing skills, with experience representing the organisation at a senior level, and reporting/presenting to Executive and Boards;
- Competency in CRMs (ie The Raisers Edge), Microsoft Office (Excel), reporting and analytics tools.

Desirable selection criteria

- Working knowledge of innovation methodologies and a champion of innovative thinking;
- Experience working in international, multi-stakeholder environments;
- An interest in, and commitment to environmental conservation and sustainable development;
- An understanding of, and support for, workplace sustainability principles.

**Credentials**

- Tertiary qualifications in Fundraising, Philanthropy, Marketing, Business Administration or other relevant degree, or equivalent experience.

Job requirements

- Employment background checks
- After hours work on infrequent occasions
- Interstate/international travel infrequently and with advance notice

How to apply

Beaumont People has been contracted to recruit this role on behalf of WWF, therefore please direct all enquiries to Rosheen Singh at Beaumont People on rosheen@beaumontpeople.com.au or call 02 9093 4911.

Applicants can apply via the Apply Now button below. Please name your documents with last/first name & include: (1) a cover letter/statements against the selection criteria & (2) your resume (CV), including two referees.

Closing Date: 9AM 6 Jan 2021