



Wildlife Victoria
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POSITION DESCRIPTION

Fundraising Data Specialist

Position Title	Fundraising Data Specialist
Type	Permanent
Fraction	Full-time (0.8 considered)
Days, hours	5 days/week, hybrid
Location	Abbotsford Convent, Abbotsford
Reporting to	Head of Philanthropy
Direct Reports	Nil

Role and Responsibilities

The Fundraising Data Specialist reports to the Head of Philanthropy and works closely with the Fundraising and Philanthropy teams, supporting fundraising performance, enhancing donor experience and informing decision-making through digital management and analysis across our fundraising functions.

The role would suit someone who can work with a fair degree of autonomy, is able to generate insights from various data sets to support strategic and tactical decision making, drive data integrity, ultimately strengthening revenue and donor experience.

Key responsibilities include:

- Responsible for platform governance, automation, integrations and analytics, ensuring systems are optimised to support donor journeys and revenue growth across Individual Giving, Regular Giving, Philanthropy and Gifts in Wills, while safeguarding data integrity, privacy and financial accuracy
- Manage and evolve Salesforce, improving fundraising configuration, automation, and usability to streamline fundraising operations
- Manage third party integrations and fundraising platforms, and technical website functions
- Generate datasets required for fundraising campaigns (direct mail, email, telemarketing, digital)
- Provide insight that drives growth through building dashboards and KPI reporting across acquisition, retention and lifetime value
- Manage third party digital partner and supplier relationships

Selection Criteria

Essential:

- Right to Work within Australia
- Advanced knowledge of Salesforce CRM, or similar
- Experience in data segmentation, analytics, and data visualisation dashboards to support data-driven decision making
- Attention to detail and ability to organise and prioritise work to meet multiple deadlines, able to work on own initiative

Desirable:

- Previous experience working in a fundraising data specialist role
- Salesforce Certification
- A passion for and genuine interest in wildlife
- Experience with Marketing Cloud/Pardot or similar

What we offer:

- Time in Lieu for non-standard hours
- Hybrid, flexible workplace, with our office located at the beautiful Abbotsford Convent

About Wildlife Victoria

Wildlife Victoria is a not-for-profit organisation that has provided the Victorian community with a Wildlife Emergency Response since 1989. The organisation has approximately 70 paid staff and more than 1,400 volunteers.

Every year thousands of native animals in Victoria become sick, injured, or orphaned, often as a direct result of human activity. If left unassisted, these animals may suffer and die in pain or of starvation. Our Wildlife Emergency Response Service receives notifications from members of the public via our emergency phone and online reporting system. We receive more than 190,000 requests for help a year and help over 100,000 native animals. When a member of the public contacts us about sick, injured, or orphaned wildlife, our Emergency Response Operators provide advice to help the caller manage the situation appropriately, and when necessary, arrange for a trained volunteer to attend. They also liaise with other organisations to ensure the best possible outcome for the animal. Wildlife Victoria also operates its own Wildlife Travelling Veterinary Service.

We advocate for wildlife whenever their welfare is under threat or compromised. We support efforts by government, community groups and individuals to ameliorate threats to wildlife, particularly those that are caused by humans.

In addition to the rescue service, through our education programs and activities we help wildlife by providing people with the knowledge and skills they need for peaceful and positive co-existence with wildlife, and by facilitating positive community attitudes toward wildlife.