



Wildlife Victoria Inc  
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**POSITION DESCRIPTION**  
**Fundraising Manager**

Position Title	Fundraising Manager
Days, hours	.8 FTE
Location	Abbotsford Convent, Abbotsford
Reporting to	Head of External Relations
Direct report/s	Fundraising Officer

Role and Responsibilities
<p>This senior fundraising role reports directly to the Head of External Relations and is responsible for overseeing the day-to-day operations of Wildlife Victoria’s fundraising program. As part of a small team, you will deliver the fundamental components of the organisation’s fundraising program including certain functions within the database.</p> <p>The role has one direct report and will work closely with the Head of External Relations and Marketing and Communications team.</p> <p>Key accountabilities:</p> <ul style="list-style-type: none"> <li>• Oversight of Wildlife Victoria’s fundraising streams including individual giving, cash appeal donors, regular givers, major donors and bequests.</li> <li>• Plan, implement and execute Wildlife Victoria’s direct mail and email fundraising campaigns and supporter impact reports, including management of external consultants and service providers.</li> <li>• Prepare regular reports on fundraising campaign performance against KPIs, and make strategic recommendations based on campaign outcomes.</li> <li>• Oversight of the organisation’s donor database, including segmenting and scoring of donor data to support fundraising campaigns and other donor communications</li> <li>• Onboarding and stewardship of new and existing donors, including exploring new engagement opportunities.</li> <li>• Effectively manage internal and external stakeholder relationships.</li> <li>• Use your exceptional data skills to develop sound forecasts to inform Wildlife Victoria’s reporting and budget development.</li> <li>• Manage the fundraising budget.</li> <li>• Manage interns and skilled volunteers.</li> <li>• Manage Wildlife Victoria’s Fundraising Officer - responsible for the day to day administration of Regular Giving, Community Fundraising and Workplace Giving programs.</li> </ul>

- Manage bequest campaigns and individual bequestor relationships.

#### Selection Criteria

##### Essential:

- A Bachelors degree in Marketing, Communications, Information Systems or other qualification relevant to the role
- A minimum of 4 years professional experience in a fundraising role
- Demonstrated understanding of data driven approaches to fundraising
- Demonstrated success managing fundraising campaigns with a focus on ROI
- Experience with and aptitude for databases, preferably with a fundraising CRM, for data analysis, extraction and preparation for campaigns
- Demonstrated experience with donor stewardship and supporter journeys
- Experience preparing budget forecasts, post campaign reports and working to a budget
- Demonstrated ability to engage donors and work constructively with a wide range of stakeholders

##### Desirable:

- An interest in wildlife and animal welfare issues
- Experience with Salesforce Customer Relationship Management Software
- Experience with email campaigns and related platform(s), particularly Pardot
- Experience with donor acquisition campaigns
- Major donor stewardship experience
- Experience managing recurring giving programs
- Bequest stewardship or bequest program management experience
- Donor event management experience

#### About Wildlife Victoria

Our wildlife Emergency Response Service receives requests for help from members of the public to assist sick, injured and orphaned native animals via our 24/7 emergency phone and online reporting system.

In 2021, we received more than 100,000 requests for help for wildlife and assisted almost 90,000 native animals in their time of need.

When a member of the public contacts us about a wildlife situation, 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.

The rescue service relies on an extensive state-wide network of rescue and transport volunteers, veterinarians who provide pro-bono services for wildlife, and the licenced carers and shelters who accept animals into their care for rehabilitation and release.

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.