



Jane Goodall Institute
Australia

FUNDRAISING AND COMMUNICATIONS MANAGER ROLE DESCRIPTION

Employer:	Jane Goodall Institute Australia (JGIA)
Duration:	Permanent
Work type:	Part time (0.6 FTE)
SCHADS award classification level	Level 5.1
Location:	Preferably Sydney based, but remote working candidates will also be considered. Candidates will work mainly from home, but must be able to come into the Sydney office at Taronga Zoo at least once a week (for Sydney based candidates). Remote working candidates may be required to travel to Sydney from time-to-time.
Reports to:	Chief Executive Officer
Direct Reports:	Fundraising and Communications Officer

Role Purpose

The Fundraising and Communications Manager manages all external communications to encourage the acquisition and retention of donors, partners, volunteers, program participants, and other third parties. The role works across multiple platforms and manages one direct report 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 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



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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. Develop and execute effective strategies to increase the regular giving program, Tax and Christmas appeals, the giving circle, merchandise and other fundraising campaigns as required, meeting agreed targets
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. Build and manage a team of volunteers to assist with fundraising and marketing activities and to create and distribute social media content
10. Use analytics to measure, evaluate and report against goals and performance of digital marketing activity and plans
11. Oversee the production of monthly e-newsletter
12. Support organisational program growth through the support of, and liaison with, program leads in Africa Programs and Roots & Shoots
13. Support organisational business development through the creation of resources and materials
14. Perform other duties as assigned by the CEO

Essential Criteria

1. Minimum 3 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. An understanding of digital marketing trends and a proven track record of successfully managing digital campaigns
4. Excellent written and verbal communication skills



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5. Experience implementing scalable supporter and program participant journeys
6. Extensive experience and technical knowledge managing websites and databases
7. A strong sense of aesthetic and ideally, graphic design skills
8. A demonstrated ability to meet and exceed agreed goals and fundraising targets set to match organisational objectives
9. Excellent attention to detail and organisational skills
10. Demonstrated experience working autonomously and as part of a team
11. The ability to work well remotely and with remote team members located interstate
12. Passion for the not-for-profit sector, including volunteer management
13. A current police check and working with children check (or willingness to apply)

Desired Criteria

14. Tertiary qualification in Marketing, Communications or a related field
15. Prior experience in the not for profit sector
16. Prior experience of completing formal funding proposals
17. Experience in business development, partnerships or sharing impacts of social change

Working at JGIA

JGIA is committed to creating a diverse working environment. All qualified applicants will receive consideration for employment without regard to race, colour, religion, gender, gender identity or expression, sexual orientation, national origin, disability, or age.

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.

Child Safeguarding

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.



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About JGIA

JGIA is part of a broad network of 25 chapters around the world and takes its inspiration from the life and work of Dr Jane Goodall. Dr Goodall is a world-renowned scientist, humanitarian, conservationist, ethologist, and UN Messenger of Peace who founded the Jane Goodall Institute in 1977.

Founded in 2007, JGIA is a small not for profit currently going through significant growth. We focus on youth conservation and environmental education programs in Australia, as well as supporting chimpanzee conservation and community development in Africa.

Further information on JGIA can be found [here](#).

Interested in applying?

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.