



350.org.au Development Director - Position Description

About 350.org Australia

350.org is an international movement of ordinary people working to end the age of fossil fuels and build a world of community-led renewable energy for all. 350 is building a future that's just, prosperous, equitable and safe from the effects of climate change.

350.org Australia is building a people-powered movement for climate justice. Our mission is to build a grassroots movement to stand up to the fossil fuel industry, and support a just transition from coal, oil and gas to a renewable-energy future for all.

For more information: 350.org.au

350.org Australia is a supportive, small team with benefits including professional development and training, an Employee Assistance Program, the ability to work flexibly and from home, and cultural leave provided to employees.

350.org Australia is an equal opportunity employer, and we strongly encourage Aboriginal and Torres Strait Islander people, people living with a disability, LGBTIQ+ people, and people from culturally and linguistically diverse communities to apply for this role.

Job Title: Development Director

Location: Sydney or Melbourne preferable but negotiable (we are open to hiring remote workers based in Australia).

Salary: 80,000 - 100,000 per annum excluding superannuation, negotiable dependant on experience

Hours: Full-time (38 hours per week), or 0.8 FTE for the right candidate

Contract period: This is a 12 month contract position

Reporting: The position reports to the CEO

About this Role

Our team is expanding, and in this newly created role you will support 350.org Australia to continue to grow our resources to build our movement and run campaigns. The 350.org Development Director is responsible for managing several of our fundraising streams, working closely with the CEO and other members of the team. In this role, you will:

- Oversee, plan and deliver major donor and mid donor fundraising strategies, including working with the CEO to identify potential new donors and secure new gifts.
- Oversee, plan and deliver our regular giving fundraising strategy, including working closely with the Digital Director on digital acquisition, managing a small



telemarketing acquisition program, managing retention and upgrade activities, and conducting analysis of the program to ensure we meet our KPIs.

- Manage the annual fundraising budget and work with the CEO to model income as part of the budgeting process.
- Work closely with the Digital Director on our digital fundraising program, including implementing 2-4 major crowdfunders per year.
- Maintain strong relationships with donors and support the CEO to keep our donors up-to-date.
- Develop and implement new fundraising programs, such as peer-to-peer and grassroots fundraising and bequests.
- Build the fundraising skills of the whole 350 team, and support campaigners and organisers to develop relationships with donors and take part in fundraising activities.

350.org.au values lived experience and can provide support and training opportunities for the right candidate - we encourage applications from those who don't meet the full criteria below.

Required skills & experience:

- Knowledge of and dedication to climate justice
- Experience managing major and mid donor programs
- Experience managing regular giving programs - or aspects of regular giving programs such as digital supporter journeys and telemarketing campaigns
- Data analysis skills and an understanding of how to set KPIs and monitor them for different income streams
- Highly organised, and able to manage multiple projects at once and prioritise
- Proven ability to work independently, as well as in close coordination with a remote team
- Excellent interpersonal skills, and the ability to build strong relationships with a wide range of stakeholders
- Excellent written communication skills

Desirable skills and experience:

- Experience working with CRMs (we currently use ActionKit and Kepla for fundraising)
- Existing relationships with high value donors in the climate movement
- Experience managing acquisition of supporters and donors through digital advertising

How to apply

Please send a CV and a 1-2 page cover letter addressing the skills and experience listed above to lucy@350.org.au by 20 January 2020.