

FUNDRAISING OFFICER

- The opportunity to work in Australia's leading independent think-tank
- Located in Canberra
- Be part of a collaborative and dynamic team

About the opportunity

The Australia Institute is Australia's leading independent think-tank. Located in the nation's capital, we produce high-quality, timely research designed to have impact across a broad range of economic, social, accountability and environmental issues.

We are looking for an experienced Fundraising Officer to manage our small and medium donor programs. In this role, you will:

- Working closely with our grants and philanthropic team, lead the development and delivery of fundraising programs, including regular giving
- Grow the number of regular donors, including developing new strategies and initiatives for digital acquisition and overseeing supporter journeys
- Coordinate and manage donor renewal and reactivation campaigns, including managing third-party fundraising providers where required
- Create and implement direct marketing materials and digital campaigns, including fundraising emails to our supporter base
- Undertake CRM management functions, including data targeting, analysis, segmentation and regular reporting
- Manage relationship with supporters on the phone, by email and at events

About you

You will have experience in managing multi-channel supporter acquisition, development and retention strategies and digital marketing. Strong communication, analytical skills and a personable approach to engage supporters is essential.

Selection criteria:

- Demonstrated experience in developing and implementing successful fundraising, regular giving and direct marketing campaigns
- Experience in data-driven fundraising or digital marketing; including segmentation, analytics and reporting
- Copywriting skills and experience
- Experience with digital platforms and customer relationship management systems (preferably NationBuilder)
- High-level organisational skills and ability to work under pressure with demonstrated ability to prioritise tasks and meet deadlines
- An ability to work independently
- Excellent interpersonal and communications skills (written and verbal)
- Excellent problem-solving skills and high attention to detail
- Demonstrated ability to carry out duties professionally, with tact and diplomacy, ensuring privacy and confidentiality requirements are maintained

About us

Our work is designed to influence and shift Australia's national public policy debate to create real impact. We are fiercely non-partisan, but we don't shy away from engaging in debates on ideas. We believe in democracy, and our work is aimed creating a better, more informed democratic debate and a fairer Australia.

Further information about us can be found on our website www.australiainstitute.org.au

In return, we offer

- A competitive salary and salary packaging options
- Competitive leave provisions: Annual Leave, Cultural Leave, Gifted Leave over Christmas/New Year
- Employee Assistance Program
- A commitment to supporting professional development

To apply

Applicants must have the right to live and work in Australia to apply.

To apply, please provide a copy of your CV, contact details for two referees, and a letter no longer than two pages:

- Telling us about you and why you are applying for the role, and
- Describing your experience, knowledge, skills and abilities

Please send your application to recruitment@australiainstitute.org.au

For further questions or information regarding these opportunities, please email your request to recruitment@australiainstitute.org.au, and we will get back to you.