



Digital Fundraising Manager

Responsible to: Fundraising Director

Key relationships: Communications staff, Fundraising team, Campaigns team, National Director

Location: Melbourne (preferred), Sydney or Brisbane

Employment Basis: Permanent position

Hours: Full time (4 days per week considered)

Remuneration: Starting salary of \$63,800-\$69,300 (or pro rata equivalent) dependent on directly relevant experience, plus 12% super. Salary will be determined in line with organisation-wide pay policy, which will be provided to the successful candidate. See below for more information on the wages and conditions AYCC offers.

Start date: July 2022

The AYCC is a youth-led organisation with an exemption from the Anti-Discrimination Act - we seek applications only from people under the age of 30. **Aboriginal and Torres Strait Islander young people, young people of colour, people with disability & LGBTIQ+ young people are strongly encouraged to apply. We value passion, talent and lived experiences, over formal qualifications.**

About the role

We're looking for a passionate young person with a love of storytelling and digital tools to join our team as our Digital Fundraising Manager. You'll be responsible for rolling out strategies to scale AYCC's online and small-dollar fundraising streams. Day to day, this looks like crafting supporter emails, rolling out online advertising and list-building campaigns, testing and evaluating different messaging, and lending your copywriting skills to other projects as needed.

About AYCC

The AYCC is a non-profit, non-partisan organisation building a movement of young people to protect our future from climate change. We are Australia's largest youth-led organisation and one of the most effective organisations dedicated to tackling climate change, with hundreds of volunteers nationally and more than 200,000 supporters. We have three major areas within AYCC:

- **Campaigns to solve the climate crisis** - we run campaigns to make sure Australia moves from fossil fuels to renewable energy as quickly as possible. Our campaigns include:
 - Holding back fossil fuel expansion through campaigns to stop the funding and public support for climate-wrecking gas projects
 - Advocating for investment in clean jobs and climate solutions, from the local to national level
 - Working to shift the narrative on climate justice and build mass public support for action

- **Training, community organising & leadership programs** providing a diverse range of opportunities - online, locally and nationally - for young people to build the skills and connections to make an impact
- **Switched on Schools** - each year we educate, inspire and empower thousands of high school students to create change. We do this through in-school programs, training opportunities, and engaging students in our campaigns.

Your key responsibilities include:

- Coordinating **digital advertising campaigns** to build our supporter base and onboard new potential donors (primarily using Facebook and Instagram advertising)
- Using our **NationBuilder database and Raisely platform** to set up web pages, fundraising appeals, petitions and data management systems (e.g. NationBuilder tags)
- **Writing powerful emails, ads and social media content** that motivate people from all walks of life to donate and power AYCC's work
- Developing strategic **supporter journeys** in collaboration with the wider communications and fundraising teams
- **Coordinating priority fundraising appeals** as needed, including AYCC's annual peer-to-peer fundraiser, campaign crowdfunders and any other duties as required to grow AYCC's digital engagement and financial sustainability
- **Tracking and evaluating** engagement and fundraising performance across our digital platforms (collecting data, writing evaluation reports, etc.)
- Collaborating with the wider fundraising and communications teams to support the growth of our digital fundraising and small dollar revenue streams

Selection criteria:

We're a youth organisation, so we don't expect you to be an expert at everything. We're not looking for someone with any particular qualifications or educational background. If you fit a few, but not all of the below attributes, we encourage you to apply!

- You're passionate about climate justice and empowering young people to take action
- You're a fast learner and you're excited about the chance to get creative and test new things
- You're confident working across a diverse range of digital platforms and can pick up new tools quickly (NationBuilder, Raisely and Facebook Ads Manager are key tools you would use in this role)
- You have strong written and verbal communications skills, with experience developing communications products for a range of audiences and purposes
- You have an eye for detail and don't mind some repetitive tasks
- You have some experience in fundraising
- You abide by and embody the [AYCC movement's values](#)
- You value giving and receiving feedback

It would be a bonus if you have experience in one or more of the following areas: digital fundraising strategy development; peer-to-peer fundraising; high-value member acquisition; data analysis (e.g. using Google Analytics); CRM management.

Why work with us?

- We're a team of like-minded, passionate, hard-working & fun young people
- We provide flexible working hours, & the opportunity to regularly work from home
- A commitment to pay transparency and a 10% annual pay increase for all permanent staff at the beginning of 2023 and 2024 to improve sector comparability
- You can access our Employee Assistance Program (EAP) and wellbeing allowance
- Dedicated budget for your own professional development opportunities towards your career goals
- We offer 4 weeks annual leave (pro-rata), plus an end of year holiday period
- Access to various other types of leave including; Cultural & Religious leave, Primary & Secondary Carer Parental leave, Personal leave, Compassionate leave, Gender Affirmation leave, Community service leave, Climate Disaster leave, and Domestic / Family violence leave.

How to apply

Candidates should submit via email:

- **A resume of no more than two pages**
- **A cover letter of no more than one page** outlining your interest in the role and addressing key selection criteria
- **A draft fundraising email** asking AYCC supporters to donate in response to the following hypothetical scenario:

Following the recent Federal election result, AYCC is mobilising grassroots volunteer groups in every state and territory to meet with newly elected MPs and put climate justice on the political agenda - by demanding the new government commit to phasing out subsidies for polluting coal, oil and gas projects.

Please note: A detailed understanding of the political landscape isn't necessary for this task. We're looking at your ability to write effective fundraising communications focussed on climate justice and the power of young people.

Applications should be addressed to Stef Roberts-Thomson (Fundraising Director) at application@aycc.org.au using the subject line 'Application - Digital Fundraising Manager'.

APPLICATIONS CLOSE: 11:59pm, Thursday 30th June 2022