

APPEALS OFFICER Position Description



JOB OVERVIEW

TITLE	Appeals Officer
REPORTS TO	Fundraising Director
LOCATION	60 Leicester St, Carlton (some work from home possible/ flexible working arrangements available)
CLASSIFICATION	EV3
SALARY	\$38.11/hour (approx. \$75,300/annum, pro rata) plus superannuation and generous leave conditions
STATUS	Permanent, Full-time (pro-rata)

WHO WE ARE

Environment Victoria (EV) is building a movement of people across Victoria to create a just society living in harmony with a healthy environment. We are one of Australia's leading not-for-profit environment groups, with a history of running strategic, people-powered, campaigns that win just solutions to the biggest environmental problems of the day.

Our team of around 29 staff and hundreds of volunteers is nimble, creative and fun. We strive for justice, equity, diversity and inclusion in our work and are committed to building, and supporting, a team that mirrors the rich diversity of the Victorian community in which we work.

Our fundraising team is a highly productive and motivated group of professional fundraisers responsible for 98% of Environment Victoria's annual income. We work collaboratively to deliver a diverse well-planned program that connects with donors across the state.

WHO YOU ARE

With roughly 3-5 years' experience working in the fundraising sector, you will be looking to develop your understanding in some of the most important practices of a successful fundraising program, individual giving and donor communications.

With a solid understanding of appeals and individual giving communications, you already understand the importance of this reliable source of support, which generates long term income and opportunity for growth in your fundraising program.

You have experience delivering donor communications in the individual giving space and you have seen how smart and timely communications tactics can improve the performance of your appeals.



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You understand the fast-paced world of appeals and you respond to this by delivering solid plans which hold yourself and others to account. As is the nature of roles that deliver fundraising appeals, you thrive in a collaborative environment but you are also extremely self-motivated.

Working within a high performing team you will be a sounding board of support for your colleagues throughout the year. Importantly, you have a strong and unwavering passion for protecting the environment which shines through in your writing and creativity.

THE ROLE

The Appeals Officer is responsible for planning, developing and delivering quality, relevant donor communications through our appeals program. This includes two major appeals, two smaller shoulder appeals, donor acquisition and a supporter survey.

The role is also responsible for supporting our communications team in delivering two EV newsletters. However, this is minimal work and is restricted to mail-house coordination only.

In this role you will work across the entire EV team. Using various platforms to communicate with our donors, and tactics which have been proven to positively affect response rates, you will deliver compelling fundraising appeals that have been written and created collaboratively.

Key to the success of this program is the continued acquisition of new donors. Using tried and tested direct mail acquisition tactics, you will deliver annual acquisition campaigns which build upon what has been done in the past.

Growth in this area of our work will be achieved over time as we expand our fundraising efforts and our organisational reach across digital platforms. While there are many things we currently do well in the digital space, there is also room for gradual but purposeful improvement.

In order to be successful in delivering this work you will also be required to use your experience in key stakeholder management to ensure the varied components of your appeals come together as planned and on time.

And a final but vital part of this role is reporting. It is important that we formalise a reporting process in this role that is in every appeal plan. This will help us better track performance, test various tactics and recommend future activities

ACTIVITIES

Key tasks

- Co-ordinate our direct mail, online, lead conversion.
- Prepare, write and design as required fundraising materials including online appeals and donation pages, fundraising related web content and supporter relations correspondence. Manage any outsourced relationships involved in delivering these materials.
- Prepare reports for analysing the performance of fundraising programs.



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- Administer the online components of the fundraising program including updating website content, donation landing pages and sending supporter emails.
- Co-ordinate supplier relationships with services providers such as printers and mail-houses, monitor and ordering fundraising stock.
- Delegate to and supervise volunteers associated with the fundraising program.
- Other relevant duties as requested.

Measures

- Meet fundraising program KPIs, such as financial targets and volume of donors engaged/recruited.
- Very good plans that ensure timely and accurate delivery of programs and tasks
- Successful and timely resolution of supporter enquiries/requests/complaints.

SELECTION CRITERIA

Essential

- Experience working in fundraising at another not-for-profit
- Strong writing skills and understanding of fundraising communications principles
- Proven experience in the use of CRMs and using data to inform decision making
- Competent user of online marketing platforms such as Ortto
- Proven team player – collaborative, responsive, flexible and approachable
- Self-motivated, thorough, and aligned with Environment Victoria's values

Desirable

- Experience delivering fundraising appeals
- A sound knowledge of or experience in digital fundraising techniques
- Experience in developing comprehensive annual activity plans that fit in with, and are complimentary to, existing plans
- Competent in producing consistent and regular activity reporting
- Experience in managing a mix of internal and external stakeholders at any one time.

THE BENEFITS OF WORKING AT ENVIRONMENT VICTORIA

We believe in the power of people to make a meaningful impact across the state. We are proud of our team culture and work with intention to foster a workplace grounded in our core values of love, justice, courage, innovation and impact.

Environment Victoria Enterprise Agreement also offers excellent conditions, including:

- Annual automatic wage increases and a competitive pay scale that allows people to progress annually within their pay range.
- 5 weeks pro rata annual leave. Plus additional gratis leave days for Easter Tuesday, Melbourne cup Monday and the days between Christmas and New Year
- Rider-friendly office facilities, such as showers and secure bike storage



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- Subsidised access to commercial car share scheme for personal use
- Access to an Employee Assistance Program, which includes counselling, financial advice, and managerial support
- Leave policies to cater to a variety of diverse needs, including (but not limited to):
 - Paid overtime at 1.5x for additional directed hours
 - One day additional leave per year for house moving
 - 16 weeks of paid parental leave, including support for both birthing and non-birthing parents
 - 12 days of leave for menstrual and menopause-related needs
 - Superannuation paid for up to two years whilst on parental leave

TERMS AND CONDITIONS

The position is a full-time, permanent position. While we have very flexible working arrangements, there will be some expectation for at least one regular day in the office, located in Carlton.

This position is classified as EV3 with a commencing pay point of \$38.11/hour and an annual progression as defined in the Environment Victoria Enterprise Agreement. The Agreement also provides for employees to commence at a higher pay point of up to \$43.32/hour. This is in limited circumstances where they can demonstrate they have recently been performing equivalent work.

- Environment Victoria is an equal opportunity employer
- Environment Victoria staff are required to operate in a manner consistent with organisational policies
- After hours and weekend work may be required and is covered by flexi time and time-off-in-lieu provisions.
- Applicants must have the right to work in Australia, including a valid, appropriate, visa where applicable

REPORTING

The successful applicant will report to the Fundraising Director.

HOW TO APPLY

To apply for this position please submit the following:

- A cover letter explaining your interest in the role and how you meet the key selection criteria (maximum 2 pages).
- A current CV, including names and contact details of 2 referees (maximum 2 pages).

Please email your application to admin@environmentvictoria.org.au

Applications close midnight, Sunday 16 March 2025.



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The position will commence in April 2025.

We strongly encourage applications from Aboriginal or Torres Strait Islander people, people of colour, women, people with disability and members of the LGBTIQ+ community.

All applications received will be screened to ensure they include the requested information in the appropriate format. Applicants will be advised if they have submitted an invalid application enabling them to resubmit before applications close.

For more information about the position or how to apply, contact the Fundraising Director, Andy on 0438 605 227 or email him at a.grant@environmentvictoria.org.au.