

Executive Director Participation & Engagement

Position Description

Date: Tuesday, 29 October 2024

The organisation

As Australia's only national bird conservation charity, we are on a mission to put birds and nature on the path to recovery within a decade, leading and facilitating action that halts biodiversity loss and restores ecosystems. We can only achieve this with the help and support afforded to us by our diverse stakeholders including supporters, campaigners, donors, members and like-minded conservation organisations.

BirdLife Australia takes a science and evidence-based approach to bird conservation. Where strong conservation plans are in place and well-resourced the evidence tells us that threatened species can be brought back from the brink of extinction. With a 100-plus year history and Australia's strongest and longest-lived collection of data and surveys, BirdLife Australia brings a wealth of observation and experience to the protection of native birds.

BirdLife Australia is a diverse organisation with more than 350,000 supporters, donors, volunteers, campaigners and members, over 130 staff across Australia, and a network of more than 40 voluntary community groups.

BirdLife Australia is truly local to global, with a network of more than 40 voluntary community groups on the ground in Australia, and is the Australian member of the BirdLife International partnership, the world's largest partnership for conservation.

Our growing network of people generously give their time, expertise, voice and financial support, standing together with us to help protect Australia's unique birdlife.

A significant part of BirdLife Australia's work is done by volunteers acting either alone, in organised groups or serving on Committees. It is important that all staff understand and appreciate the contribution made by volunteers, and are also mindful of their varying skills, interests and motivations.

BirdLife Australia acknowledges the important role First Nations People throughout Australia have played, and continue to play, caring for Country. We acknowledge their continuing connection to land, sea and community and pay respect to Traditional Owners and their cultures, and to their Elders both past and present. BirdLife Australia endeavours to facilitate the further engagement of Indigenous Australians in the research and conservation of our native birds.

Executive Director Participation & Engagement

The role

Position title

Executive Director Participation & Engagement

Position objective

The Executive Director Participation & Engagement is a pivotal role responsible for delivering inspirational leadership to generate increased revenue whilst enhancing community participation and engagement in bird conservation activities. This role will be the driving force behind BirdLife's fundraising strategy with responsibility for identifying fundraising opportunities, building and executing campaigns, crafting compelling and successful grant applications, managing donor communications and volunteer involvement, membership growth, and public awareness about bird conservation.

Status

This is a full-time position (1.0 FTE), offered on a max term 2-year contract.

Reporting

This role reports to the Chief Executive Officer.

Staff reporting

Director Fundraising and Marketing and team, Senior Manager Advocacy and team, Senior Manager Public Relations, Senior Manager Participation and team.

Remuneration / Job Level

Salary at ELT Level (based on Level / Grade Remuneration Scales).

Location

This is a hybrid position based from BirdLife Australia's National Office in Carlton and a home office location.

Key relationships

Internal: CEO, Board of Directors, Executive Leadership Team, Conservation and Science Directors, Participation and Engagement Staff, Strategy and Governance, Finance and Business Improvement, BirdLife Australia Branches.

External: Government agencies, philanthropic trusts and donors, corporate partners, academic institutions, community groups, and the general public.

Travel requirements

Some travel within Australia will be required.

Executive Director Participation & Engagement

Duties

Fundraising Strategy and Planning:

- Develop and implement a comprehensive multifaceted fundraising strategy to support revenue targets associated with BirdLife's community programs and strategic projects.
- Identify new fundraising opportunities and revenue streams, including individual giving, philanthropy, community fundraising and grants.
- Monitor portfolio performance, adjust plans as needed, and ensure strong stakeholder relationships and data integrity.

Strategic Development and Implementation:

- Lead, in partnership with the Strategy and Governance team, the development and execution of strategies to increase community participation and engagement in bird conservation.
- Ensure alignment of engagement initiatives with BirdLife Australia's mission, vision, and values.
- Facilitate strategic discussions with the Board, CEO, and Senior Leadership Team.

Branch Support and Volunteer Engagement:

- Engage BirdLife Australia branches to maximise alignment with delivery of the Bird Conservation Structure and grow the impact of branch activities.
- Develop and implement programs to enhance volunteer recruitment, retention, and recognition.
- Engage community members, volunteers, and supporters in conservation activities and events.
- Foster partnerships with community groups, schools, and local organisations to expand outreach efforts.

Membership Growth and Development:

- Lead initiatives to grow BirdLife Australia's membership base.
- Develop and implement membership engagement and retention strategies.
- Monitor membership trends and report on progress to the Board and stakeholders.

Public Awareness and Advocacy:

- Oversee public awareness campaigns to promote bird conservation and BirdLife Australia's initiatives.
- Represent BirdLife Australia in media and public forums to raise the profile of bird conservation issues.
- Advocate for community involvement in conservation policy and planning.

Leadership and Management:

- Provide leadership to the Participation and Engagement team, fostering a culture of excellence and continuous improvement.
- Collaborate with the Senior Leadership Team to integrate fundraising and engagement priorities across the organisation.
- Mentor and develop staff, promoting professional growth and succession planning.

Executive Director Participation & Engagement

Performance Monitoring and Reporting:

- Develop and implement performance metrics to evaluate the effectiveness of fundraising and engagement initiatives.
- Report on fundraising achievement, engagement outcomes and membership growth to the Board and stakeholders.
- Use data and insights to drive continuous improvement and inform decision-making.

Selection Criteria

Essential

- A degree in Communications, Marketing, Community Development, or a related field, with significant experience in fundraising and engagement.
- Proven leadership experience at a senior executive level.
- Demonstrated experience in developing and implementing engagement strategies.
- Strong understanding of community engagement best practices.
- Excellent interpersonal and relationship-building skills.
- Proven ability to work collaboratively with diverse stakeholders.
- Strong verbal and written communication skills.
- High level of computer literacy.

Desirable

- Experience in the not-for-profit sector, preferably within conservation or environmental organisations.
- Knowledge of Australian biodiversity and conservation issues.
- Experience in volunteer management and public advocacy.
- Affinity with the aims and philosophy of a member-based not-for-profit conservation organisation.

Workstyle, attributes, and attitudes

- A strategic and innovative thinker.
- Highly collaborative with a team-player attitude.
- Professional and adaptable to change.
- Committed to continuous improvement and organisational values.
- Willingness and capacity to work flexible hours and travel as required.

Living our Values

- Promote and role model appropriate behaviours that support BirdLife Australia's culture and values
- Actively demonstrate organisational values

Executive Director Participation & Engagement

<i>Passion</i> We bring people together around a love of nature	<i>Excellence</i> Science and knowledge is at the centre of everything we do	<i>Leadership</i> We empower and inspire people to lead with courage and purpose	<i>Collaboration</i> We embrace diversity and work in partnership with mutual respect	<i>Integrity</i> Our success is based on experience, honesty, trust and fairness	<i>Impact</i> We think globally, lead nationally and act locally
---	--	--	---	--	--

Executive Director Participation & Engagement

OH&S statement

Employees and potential employees should be aware that the requirements of the position include, but are not limited to:

- Limited attendance at evening or weekend meetings
- Possible driving for extended periods and interstate travel
- Long periods of sedentary desk and computer duties and telephone use
- Possible lifting and moving of heavy equipment and objects
- Overnight and weekend work in the field and at conferences