

Watergum Community Inc. is seeking to employ a Sales, Marketing and Campaigns Lead. The position is for 38 hours a week, based at our head office in Burleigh Heads, Gold Coast.

Watergum is about helping the community to be part of real on-ground environmental work and research. Watergum has been active for over 20 years and is a business oriented not-for-profit organisation and registered charity. We help the community gain skills, knowledge and a better understanding of the environment. Collectively we restore and maintain our landscapes to places of beauty, clean water and native habitat that will support our community and wildlife for generations to come.

## **Detailed Job Description**

**Job title:** Sales, Marketing and Campaigns Lead

**Reporting to:** Chief Executive Officer

**Salary:** Base Salary FTE 68k-72k + Super

**Hours:** Full-time, 76 hour fortnight, fixed contract

**Location:** Based at the Watergum office of 8/23 Hutchinson Street, Burleigh Heads, 4220. Travel to work sites will be necessary as part of this role.

## **Job Description**

This is an opportunity to work in a successful, values-based organisation with a flexible and fun culture. Watergum sets ambitious annual business goals to maximise our impact in improving the Australian Environment. You will report directly to the CEO and will be a key member of a team of committed professionals working together to achieve these goals.

This position will develop and implement strategies to meet our sales targets in the Invasive Species and Philanthropy Business Units and will be responsible for marketing communications including all social media and the Watergum website.

We are looking for a dynamic, enthusiastic individual who is passionate about environmental conservation who has a knack for sales, fundraising, and marketing communication. The ideal candidate will be confident, articulate, with high-level reading and writing skills, organised, and have the flexibility to adapt to changing circumstances.

## **Responsibilities and duties**

- **Sales**

Driving the revenue of the Cane Toad Control Products through:

- Leveraging the high profile of our annual Great Cane Toad Bust Event to generate sales leads
- Working closely with our national distributor to create demand around selected stores to maximise retail sales
- Marketing our online store as an attractive alternative to retail sales
- Growing sales in other product lines including training courses and toads for schools.

- **Philanthropy and Fundraising**

- Execute the Watergum Philanthropy and Fundraising Plan.
- Develop and manage fundraising campaigns to support Watergum's programs.
- Lead the development and implementations of donor contributions and communications.
- Identify key new opportunities and trends that enhance the effectiveness of campaigns.

- **Marketing Communications**

- Maintain the Watergum website, ensuring up-to-date and engaging content.
- Deliver an active social media presence to engage with the community and promote Watergum's programs.
- Manage the Customer Relationship Management (CRM) system to maintain and enhance donor relationships.

- **General**

- Support grant writing opportunities.
- Work well independently and also support other team members in their marketing needs.
- Maintain a clean and safe workplace, abiding by workplace health and safety policies and procedures.
- Perform other tasks as directed

## **Qualifications**

### Essential qualifications

- Tertiary qualifications in related area.
- Drivers License – C Class.
- Use of a car.

### Desirable qualifications

- Blue Card.
- First Aid.

## **Selection Criteria**

### Essential experience

- High level of written and oral communication skills.
- Experience in sales and fundraising.
- Experience in communications including social media and website design.
- Experience using Customer Relationship Management systems.
- Proactive, intuitive and adaptable work ethic.
- Ability to work as part of a team.
- Ability to plan workload to meet deadlines.
- Proficiency using Microsoft (Word, Excel, PowerPoint, Teams).

### Desirable experience

- Canva Design skills.
- Experience working or participating in community engagement.
- Experience participating in environmental activities.
- Grant writing experience.

## Relationships

Details of relationships relevant to this role

- This position will work closely with and will report to the Chief Executive Officer.
- This position will work across multiple programs and therefore with all team members.
- There will be interaction with members of the governance committee where they can offer help in business, financial and legal areas.
- Watergum has a friendly and inclusive work environment and there is an expectation that communication is always respectful and inclusive.
- When communicating with external persons, e.g. customers, suppliers, councils and other organisations, the relationship will always remain professional, non-political and respectful.