



Environmental Defenders Office

Head of Marketing & Fundraising

Position Description

EDO relies on our people to use their skills and experience to provide the best possible support to our clients and other staff. While this job description aims to outline the fundamental reason the role exists, the role may evolve as EDO evolves.

If you see a way to play to your strengths in a way that achieves EDO outcomes, please don't be limited to this list. We have important work to do and need everyone to be operating at their best.

Job title: Head of Marketing & Fundraising

Reporting to: Director, Fundraising, Marketing & Communications

Purpose of the position

Environmental Defenders Office (EDO) is the largest environmental legal centre in the Australia-Pacific, dedicated to protecting our climate, communities and shared environment by providing access to justice, running ground-breaking litigation and leading law reform advocacy.

Since time immemorial, First Nations and Indigenous peoples have been taking care of their Countries in Australia and the Pasifik. These deep understandings, knowledges and experiences are critical to maintaining the health and vitality of Australia and the Pasifik's unique wildlife and ecosystems. EDO respects these great knowledges and strongly believes that EDO cannot achieve a world where nature thrives without working alongside First Nations and Indigenous peoples.

The Head of Marketing & Fundraising is responsible for developing and executing EDO's marketing, fundraising and communications strategies across the organisation's paid, earned, shared and owned channels.

This leadership role is responsible for managing the staff, resourcing, outputs and priorities of the Marketing & Media Team to achieve the priorities of EDO's FMC Team and the overall goals of the organisation.

The Head of Marketing & Fundraising oversees EDO's content, website and social media platforms to ensure that the overall aesthetic, visual language, key messages and tone of voice are in brand alignment and executed with high understanding and knowledge of the supporter.

This role is responsible for developing clear strategies and plans to grow individual giving, brand equity, market share, volume and create sustainable competitive advantage for EDO.

The Head of Marketing & Fundraising plays a key role in developing and executing non-major donor acquisition, fundraising and retention strategies in collaboration with the Director of Fundraising, Marketing and Communications, and works with the Head of Philanthropy to achieve consistent branding on major donors communications, as well as collaborating on the design and implementation of digital strategies to engage and acquire major donors.

Key responsibilities & duties

- Lead the development and implementation of the organisation's brand, mass market fundraising, and communications strategy and policies;
- Manage the Marketing & Media Team to achieve the priorities of the FMC Team and the wider organisation;
- Manage the development and performance of direct reports in the Marketing & Media team.
- Work with the Director FMC to set and deliver on annual fundraising targets.
- Work with the Creative Lead, Content Specialist and Growth Specialist to manage and implement fundraising appeals.
- Manage the Individual Giving program, including Regular Giving, in conjunction with other staff and external providers.
- Manage the budget and expenditure of the Marketing & Media team.
- Develop and execute plans to grow brand equity, share of voice and brand difference;
- Work with all staff to ensure branding is consistently integrated across owned channels and platforms as well as applied across external communications including events, legal products, and fundraising and supporter comms;
- Sign off on content ensuring accuracy and style guide compliance.
- Lead the development of a digital acquisition and retention strategy for supporters and donors.
- Working with relevant staff, research and prepare external communications materials including \messaging documents and social media on tight timelines;
- Manage relationships with external consultants and agencies such as Raisely and telemarketing partners and ensure product quality.
- Prepare in-depth analysis of marketing and media reporting and opportunities;
- Seek opportunities for personal and professional development, particularly related to your specific areas of responsibility;

Team Culture and Leadership

- Cultivate and foster a positive, inclusive and collaborative work environment which encourages mutual respect, testing of ideas, open communication and team cohesion.
- Champion 'the EDO way' and ensure it is reflected in every aspect of team interaction and engagement.

Professional Competencies & behaviours

- **Strong leadership qualities with the ability to inspire and develop high-performing teams.**

Motivation: Regularly recognise and reward team achievements, fostering a culture of appreciation and motivation.

Empowerment: Effectively delegate tasks, empowering team members to take ownership and responsibility for their work. Encourages team members to take initiative and lead projects or segments of work.

Visionary thinking: Clearly communicates the organisation's vision and strategic objectives and goals to inspire and align the team towards common objectives.

- **Excellent organisational, communication and interpersonal skills.**

Clarity and precision: Communicate complex legal and strategic information clearly and concisely, ensuring all stakeholders understand the key messages.

Active listening: Practice active listening to understand the perspectives and needs of team members and stakeholders.

Self-awareness: Regularly seeks feedback on their own performance from across the organisation and demonstrates awareness of personal limitations and knowledge gaps. Actively seeks to improve and is open to learning from others, regardless of their role or level within EDO.

- **High level of integrity and professional ethics.**

Ethical decision making: Make decisions that align with the organisation's values and ethical standards, even when facing pressure or adversity.

Transparency: Maintain transparency fostering trust and credibility.

Accountability: Take responsibility for actions and encourage the same level of accountability from members of their team.

- **Ability to drive innovation and adapt to changing legal environments.**

Curiosity and open-mindedness: Stay informed about emerging trends and developments in their field of expertise.

Flexibility: Able to adapt quickly to changes in the environment and is comfortable with ambiguity.

- **Inclusivity and ability to work closely with a diverse range of internal and external stakeholders.**

Inclusive: Involves team members in decision-making, ensuring diverse perspectives are considered.

Open and honest: facilitates open and honest discussions among team members.

Cultural competence: Shows respect for and understanding for diverse cultures, backgrounds and viewpoints.

General

All staff have a responsibility to:

- Develop and maintain a good knowledge of EDO's role and policies.
- Comply with professional obligations, EDO's policies and procedures, and legal obligations.
- Represent EDO in a positive and effective manner by actively demonstrating EDO Values.
- Attend and contribute actively and constructively at staff meetings.
- Maintain appropriate records, assist with office administration, such as files, computer and precedent systems.
- Seek opportunities for personal and professional development, particularly related to the team and position's specific areas of responsibility.
- Respond to requests by clients and fellow staff in a knowledgeable, professional, constructive and respectful manner.
- Provide accurate and timely data and information for reporting, fundraising and communications purposes.

Commitment to EDO's Values:

Commitment

- We are committed to; a united organisation, to each other, to collaboration, to justice, to our communities and to creating a world where nature thrives.
- We are committed to providing excellent legal services and resources, informed by the best available science, in order to empower clients and communities.
- We are committed to improving our planet and society.
- We care for EDO's clients and stakeholders.
- We are fearless in the face of adversity, and care for each other as we face this adversity.

Diversity

- We are respectful of and welcome diversity of staff, volunteers, offices, environmental regions, communities, stakeholders.
- We respect First Nations Peoples' knowledge and experience, and work with them to protect their country and culture.
- We acknowledge that the law has not always been just.
- We dedicate ourselves to understanding the diversity of our people and culture.
- We welcome and respect our own differences and learn from them, and collaborate to achieve our greatest potential.
- We are great lawyers and great people, with open hearts and open minds.
- We respect the different places our stakeholders come from and strive to help them, even if their worldviews don't align completely with ours.

Integrity

- We work effectively, efficiently, strategically, professionally and ethically; "justice is in our nature".

- We are truthful with ourselves and others.
- We are nonpartisan and inspire trust in our clients, stakeholders and government.
- We respect the world's resources and make maximum productive use of the resources entrusted to us.

Vision

- We lead change and environmental empowerment using innovation, creativity, and courage.
- We expand the boundaries with creativity and skill, pioneering new legal pathways to a healthier, safer world and inspiring others.
- We are inquisitive, curious and persistent: exploring new ideas and embracing change.
- We boldly challenge the status quo while providing solutions to our most pressing challenges.