

National Charity Sales Coordinator

Position Description

Date: Thursday, 17 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 330,000 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.

National Charity Sales Coordinator

The role

Position title

National Charity Sales Coordinator

Position Objective

The National Charity Sales Coordinator is a key member of the BirdLife Australia Fundraising and Marketing team. It contributes to the organisational enabling strategy and is responsible for actively generating income nationally under the broad direction of the Director of Fundraising and Marketing while reporting to the Manager Marketing and Sales. The role is responsible for growing charity sales income via BirdLife's online merchandise eStore ([Shop the Nest](#)).

Status

This is a part-time position (0.6 FTE) offered on a ongoing contract.

Staff reporting

None

Remuneration / Job Level

Salary at Level 3, Grade 2 (*As per published Level / Grade Remuneration Scales*)

Location

This is a hybrid position with the ability to be worked from the BirdLife Australia National Office, Carlton, Melbourne and home-based location.

Reporting

This position reports to the Manager Marketing and Sales

Key relationships

Internal: Manager Marketing and Sales, Director Fundraising and Marketing, Corporate Partnership, Supporter Care team, Finance and Business Improvement team, and Executive Director Participation and Engagement.

External: Businesses/corporates; suppliers; supporters and customers and community groups

Travel requirements

Some travel within Australia may be required

National Charity Sales Coordinator

Duties

- Manage BirdLife Australia's online retail store to achieve target sales income.
- Brief the Supporter Care team on merchandise response handling and new marketing promotions. Support the Supporter Care team to triage difficult enquires.
- Consult with internal stakeholders to drive the agreed procurement process and lead the organisation's supplier management, stock management, order fulfillment and customer care.
- Oversee the development of products such as merchandise rebranding and BirdLife Calendar to maximise sales income.
- Collaborate with the Marketing team to deliver the annual digital promotional plan including emails, Facebook advertising and video promotions.
- Working with the ICT team to improve Shop the Nest user experience and BirdLife's data insights, including improving BAU operations (i.e. express shipping functionality) and the integration of the website and sales data with Salesforce and the BirdLife website.
- Recommend, and undertake new product trials to recommend growth model, and explore opportunities that lead to improve sales income and stock wastage.
- Other duties as directed.

Selection Criteria

Essential

- Degree qualified in marketing or relevant discipline coupled with relevant not-for-profit sales experience.
- An understanding of the Environmental sector, Conservation and Science, Corporate Social Responsibility, and the FIA Code of Conduct.
- An understanding of general consumers, target audience, reach and implementing appropriate engagement strategies in a dynamic organisation.
- Demonstrated experience in complex stakeholder communications and professional customer service.
- Strong interpersonal and written communication skills, including demonstrated business-to-business communication skills and relationship-building experience.

Desirable

- Sales experience in an online environment.
- Web Content Management Systems and HTML coding experience.

Workstyle, attributes, and attitudes

- Attention to detail and the ability to prioritise multiple deadlines.
- Ability to work well under broad managerial directions – both autonomously and in a team.
- Is a customer-focused/supporter-focused individual.

National Charity Sales Coordinator

- Is creative and can innovatively maximise income targets with allocated resources while adaptive to changing work demands.
- Open to change and receptive to new ideas while contributing solutions to managers and senior leadership to improve new ways of income generation.
- Is a collaborative team player, and has demonstrated experience working in a diverse organisation with staff from all backgrounds.
- Is an organised, reliable and responsive individual.

Living our Values

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

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

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