

# direct marketing manager



- **Australia's Leading Nature Conservation Organisation**
- **Melbourne or Sydney**
- **\$11,000,000 Funding Base**

Since the world renowned Franklin River campaign The Wilderness Society has become Australia's most successful nature conservation organisation. Its campaigns have helped protect and restore precious areas such as Kakadu, Daintree, Sth West Tasmania, the forests of Eastern and Western Australia and Australia's sub Antarctica islands.

This newly created position is a rare opportunity to use your extensive direct marketing experience to acquire and motivate monthly and appeal donors to take action for the environment.

You will lead all direct marketing activities including conception, production, implementation and monitoring of integrated direct marketing campaigns using the Internet, direct mail, telemarketing and in the future TV and print media.

You will develop and implement nationwide integrated marketing campaigns on key themes including WildCountry, Tasmanian forest and the anti-uranium/anti-nuclear campaigns.

You will lead a fundraising team and have the support of excellent communication staff to strengthen the relationship with supporters.

If you are passionate about nature conservation and would like to utilise your extensive direct marketing experience contact **Richard Green on 02 8243 0570** or send your resume to **ngo\_2@ngorecruitment.com**

