

Fundraising Director

PURPOSE OF THE POSITION

As the Fundraising Director, you will be responsible for driving the planning, development, and implementation of ChildFund's marketing and fundraising strategies among public audiences in Australia. This critical role is focused on income generation using a multi-channel approach, strengthening donor retention strategies, examining new fundraising opportunities, and supporting the development of a high-performing team. The position reports to the CEO and serves as a member of the Executive team.



KEY DUTIES

- Contemporary expertise and direction across a broad range of fundraising activities, including Regular Giving, Philanthropy, Digital Marketing, Direct Mail and Marketing Communications.
- Significantly contribute to innovation and business improvement, closely collaborating with the Business Development Unit.
- Initiate, establish and maintain strong relationships with key internal and external stakeholders.
- Maintain strong programmatic awareness across ChildFund Australia's work in Country Offices and across the Pacific.
- Manage competing priorities and strategic directions when achieving team project outcomes in line with ChildFund strategic goals and objectives.
- Develop and influence strategy, policies, priorities, and operational practices in support of ChildFund strategic objectives.
- Ensure in-depth knowledge of fundraising and compliance, legislative, financial, and administrative frameworks, government decision-making processes and agency guidelines and regulations.
- Contribute to the overall leadership of ChildFund Australia, as a member of the Executive Team.
- Assure consistent communication of the organisation's identity and voice through all marketing activities, while seeking to raise organisational profile among key donor audiences.
- Engage with risk, including the conduct of risk assessment and risk management activities for area of responsibility.

QUALIFICATIONS & EXPERIENCE

- University education in a relevant field or equivalent experience
- Track record in leading fundraising and marketing strategies that achieve revenue growth.
- Experience in building new models of partnership between non-for-profit and private and public sectors.
- Experience in the implementation of digital marketing strategies and campaigns, including SEO and SEM.
- Track record in budget management.
- Applying organisational leadership and providing direction to a large and diverse team.
- Thought leader in contemporary fundraising strategies.
- Leading technology-driven solutions to address marketing challenges.
- In-depth understanding of donor retention and engagement initiatives.

Remain alert and responsive to any child safeguarding or sexual exploitation, abuse or harassment (SEAH) risks, acquire relevant knowledge and skills to promote strong safeguarding practices, understand the child safeguarding and PSEAH policy and procedures, and conduct yourself consistent with those policies.

SKILLS

- Visionary thinker and innovator, driving business improvement
- Change champion, comfortable managing ambiguity in the workplace
- Excellent stakeholder manager with strong interpersonal skills
- Strong leader, supporting others in achieving their & the organisation's goals
- Strategic thinker with exceptional implementation & decision making capability
- Passion for international development and child rights.

CHILDFUND AUSTRALIA'S VALUES

Commitment to ChildFund Australia's values –
Respect, Integrity, Collaboration, Change,
Empowerment & Excellence

Department: Fundraising

Location: ChildFund Australia, L8, 162 Goulburn St, Surry Hills NSW 2010

Employment: Full-time, Initial two-year employment agreement, with option to extend upon mutual agreement

Reports to: CEO

Other Information: Must have working rights in Australia.

Please apply at: <https://www.childfund.org.au/work-with-us/>





ORGANISATIONAL CONTEXT

ChildFund Australia is an independent international development organisation that works to reduce poverty for children in developing communities.

ChildFund Australia directly manages and implements programs with a range of local partners in **Cambodia, Laos, Myanmar, Papua New Guinea, Timor-Leste, Vietnam, and other Pacific nations**, and manages projects delivered by partner organisations throughout Asia, Africa, and the Americas.

Our work is funded through child and community sponsorship, government grants as well as donations from individuals, trusts and foundations, and corporate organisations.

ChildFund Australia is a member of the **ChildFund Alliance** – a global network of 12 organisations which assists almost 23 million children and their families in 70 countries. ChildFund Australia is a registered charity, a member of the Australian Council for International Development, and fully accredited by the Department of Foreign Affairs and Trade which manages the Australian Government’s overseas aid program.

HOW WE VALUE YOUR CONTRIBUTION

Remuneration Package

We aim to provide an overall remuneration package that is attractive and fair. Our remuneration framework ensures that we align to employment conditions and laws, and we benchmark against the local market to ensure we offer competitive employment conditions that are appropriate to our sector.

Leave

You will have access to 20 days of paid annual leave (pro-rated for part-time employees). You are also entitled to personal/carer’s leave, paid parental leave, long service leave and bereavement leave.

Flexible Working Arrangement

You will have access to flexible working arrangements. We encourage a culture of flexibility and enable conversation between yourself and your manager about maintaining work-life balance. If the position allows, employees can choose to work up to 2 days from home per week.

Salary Packaging

You will be eligible to salary packaging. As a Non-Governmental Organisation, our staff are eligible for salary sacrificing. The Australian Taxation Office (ATO) allows us to reimburse you for your personal expenses without having to pay any income or fringe benefits tax that would normally be payable. These tax concessions are in addition to the income tax free threshold.

Employee Assistance Program

In case you need help with personal, family or employment related matters you and your family will have access to free external, professional and confidential counselling assistance. UPRISE, our EAP system, combines multiple wellbeing initiatives to support your mental health and resilience.

Learning and Development

Our approach to learning and development will enable you to have the information, skills, and knowledge needed to do your job and to grow in your position. We build the capacity of our people and support you with on-the-job experience, coaching and formal training.

OUR VISION: A world without poverty where all children and young people can say: “I am safe. I am educated. I contribute. I have a future.”

OUR MISSION: We partner to create community and systems change which enables vulnerable children and young people, in all their diversity, to assert and realise their rights.

At ChildFund Australia you will be contributing to our programs which protect, educate, and empower children and young people.