

# Head of Fundraising Products

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**New leadership role with impact**

**Fundraising, marketing and human centric product development expertise**

**Full time role based in Sydney**

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## About us

Australian Red Cross is building a better society based on people helping people. We provide relief in times of crisis and care when it's needed most.

The Head of Fundraising Products contributes to Engagement and Support – a team that generates close to \$122m revenue each year.

## Lead the way

Your focus will be to develop and bring to life the revenue, engagement and product strategy for individual and community givers. There is no better time to make a meaningful impact - help us increase our financial sustainability to diversify revenue and products; so we can deliver our ambitious outcomes.

Financially, you will be accountable for income generation of c.\$80m through a variety of acquisition and loyalty programs and offline channels opportunities. You will also be responsible for increasing and enhancing the range of products through which the community can support our work.

Engagement and Support recently moved to an agile way of working. You will be a champion of this change and pivotal in leading its roll out and adoption.

## What you will bring

You will bring significant experience in marketing, product development or sales at a senior level, managing a large, diverse team.

A proven strategist and planner, you have a track record of delivering income to budget across a variety of products. You will have experience identifying and implementing opportunities for innovation and growth.

Your demonstrated experience in managing complex budgets, projecting and modelling trends and using data and audience research to identify opportunities and drive decisions will be highly regarded.

Experience in leading high performing teams and delivering results, alongside sophisticated communication and interpersonal skills, will ensure your success in this new role.

## What we offer

Know that the work you do enables Red Cross to support and empower people and communities in times of vulnerability. You will also have access to flexible work arrangements and generous salary packaging options.

## Further information and application

For further information please view the position description or contact Angela Blair on 02 9229 4111.  [Position Description - Head of Fundraising Products](#) | Closing date: 11.55pm Wednesday 4 September 2019