About us

The Lost Dogs’ Home is one of Victoria’s most iconic animal welfare organisations, caring for around 14,000 lost and abandoned dogs and cats each year. You’ll be joining a dynamic and growing Philanthropy and External Relations team to play an integral role in creating awareness and help to generate financial support for our great cause.

If you have a passion for animals and you enjoy working in a meaningful role, we would love to hear from you!

As the organisation continues to evolve and grow, this is a genuinely exciting time to be joining one of the country’s largest animal welfare charities.

The Role:

In this newly created role based in our North-Melbourne location, and reporting to the Individual and Community Giving Manager, the Direct Marketing Lead will be responsible for developing and delivering a diverse range of mass market fundraising campaigns across direct marketing appeals, regular giving and donor care to attract and retain LDH supporters. This is an opportunity for a marketing professional to use their skills across digital and alternate channels to inspire the community to support our work, and help raise vital funds for the animals of the Home.

The role will be responsible for:

• Preparing and executing multi-channel mass market fundraising campaigns across individual and regular giving to acquire, convert and upgrade supporters
• Designing and implementing donor journeys, including ‘surprise and delight’ strategies to help maximise retention of individual supporters
• Effectively manage the monitoring, evaluation and reporting within our Individual and Regular giving program, including budgeting and analysis to ensure targets are being met
• Administration activities such as maintaining accurate and comprehensive records in our CRM database and maintaining third party fundraising platforms

Our Ideal Candidate will bring:

• Enthusiasm, motivation and the desire to use their skills to make a positive difference in the lives of animals.
• Exceptional interpersonal communication skills, including the ability to influence and inspire donors and supporters for LDH
• Minimum two years’ experience in direct marketing and a proven track record in devising and implementing campaigns, ideally with a fundraising context
• Experience in managing relationships with key internal and external stakeholders
• High-level attention to details and ability to prioritise work and time to meet multiple deadlines

What you will get in return:

• Great career development opportunities and opportunity to gain skills in the fundraising and animal welfare sector
Opportunity to create your own mark in an iconic animal welfare charity
The support of management and team members in achieving your goals
The chance to work in a collaborative and supportive environment with flexibility to work from home
Genuine sense of purpose and satisfaction that you are making a difference to the lives of vulnerable animals
Access to our Employee Assistance Program
Access to our Foster Care program
Discounted pet adoption fees and discounts at our Vet Clinic, Frank Samways

If you are interested in this position, please apply now via our careers page, ensuring you have included a cover letter and current resume. If you would like a copy of the Position Description, please email us at hrteam@dogshome.com.

If you would like to learn more about The Lost Dogs’ Home visit us at https://dogshome.com/

Candidate Screening

The successful applicant will be required to complete satisfactory background screening checks.

The Lost Dogs’ Home is an equal opportunity employer committed to providing a working environment that embraces and values diversity and inclusion. Only candidates with the right to work in Australia may apply for this position.