

Community Fundraising Program Manager

- Parental leave replacement to March 2024, flexible location and hybrid working
- Lead the team and drive the donor lifecycle strategy for community fundraising
- Work for the world's largest humanitarian movement

About us

Australian Red Cross is part of the world's largest humanitarian movement. We support and empower people and communities in times of vulnerability. We act for humanity.

Donations are vital to sustain our work and our Fundraising team is committed to building and growing sustainable donor relationships and revenue generation to meet immediate revenue needs and support long-term organisational growth goals.

The opportunity

Lead the team and the delivery of our Donor Lifecycle Strategy to attract new donors, build retention, loyalty and grow lifetime value for the community fundraising program portfolio.

You will have responsibility for strategy development, revenue and expenditure budget, end to end execution and delivery of peer-to-peer campaigns and activities aimed at driving acquisition, retention, and growth.

As a subject matter expert across donor acquisition, retention, and reactivation, you will deliver a data-driven strategy to cultivate relationships with community fundraisers to maximise participation, engagement, and revenue growth. You will ensure community fundraisers receive exceptional customer service and support of their fundraising journey. You will manage a team to ensure successful delivery of the strategic, engagement and revenue objectives of your portfolio and provide strong coaching and leadership.

You will work in close partnership with other Fundraising Program Managers to ensure delivery of personalised and holistic supporter journeys to ensure Red Cross donors and fundraisers receive relevant and exceptional relationship experiences.

As a member of the Fundraising Leadership team, you will actively contribute to building a positive and engaging culture, ensuring all team members are supported to contribute, collaborate, and they feel connected and fulfilled.

What you will bring

- Community fundraising management experience or similar commercial sector experience generating multichannel income programs with a track record of reaching targets
 - Relevant experience in a people management and in a leadership position, contributing to a leadership team
 - Demonstrated experience in managing large income and expenditure budgets to achieve measurable outcomes and performance goals
 - Proven experience in developing and delivering effective acquisition, retention, and growth strategies
 - Demonstrated success leading multi-skilled teams, setting, and managing revenue and engagement objectives
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- Demonstrated success in leading projects, building project teams, and developing and supporting staff
- Proven relationship building experience and respectful ways of working with colleagues across the organisation to influence outcomes
- Demonstrated experience in presenting strategies and reports to different audiences
- Demonstrated experience in a Direct Marketing environment

Why work with us?

Work for purpose, know that the work you do enables Red Cross to support and empower people and communities in times of vulnerability.

Red Cross respects, values and encourages diversity. We believe that diversity in our people enriches our organisation as well as the impact we have.

Benefits that act for you, while you act for humanity

Financial wellbeing: In addition to your salary, you can take advantage of salary packaging that could provide you with a great way to reduce the amount of tax you pay - and get more from your salary. You can salary package up to \$15,900 for living expenses (such as rent, groceries, utility bills); up to \$2,650 for holiday accommodation and meals when dining out; Novated car leases; superannuation and purchase additional annual leave.

Health & Wellbeing: You can tap into specialist advice for nutrition, sleep, resilience and mindfulness. And access guided meditation and other wellbeing programs.

Work/Life Flexibility: You can access flexible working arrangements, paid 'Me' day just for you and a wide range of other paid leave options

Career development: Access to ongoing learning, training, and development courses

Further information

To find out more about this opportunity please refer to the position description below. For additional enquiries, please contact Vanessa Byrne on 0416 526 280 for a confidential chat.

[View](#) the position description and apply online via or scan the QR code below.



Red Cross strives to create a safe and inclusive culture with wellbeing at its centre. We embrace diversity and welcome Aboriginal and Torres Strait Islander people, and people with different lived experiences, abilities, gender, ethnicity, age, and sexual orientation. We are a child safe organisation with zero tolerance of any harm to children. Our vision is to be trusted as the leading humanitarian organisation making a genuine difference in the lives of people and communities.

Thank you for considering a career at Red Cross. We also have great opportunities to volunteer. [Click here](#) to find out more.

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