



About us:

At The Lost Dogs' Home, we are a foundation in Victoria's animal welfare landscape, celebrated for our compassionate care of around 18,000 lost and abandoned dogs and cats every year. Beyond caring for animals, we are dedicated to providing diverse animal welfare and community programs, all aimed at giving animals the best chance of a happy and healthy life. Our mission is upheld by passionate individuals who embody a profound affinity for animals, community, and advocacy.

About the role:

As the Fundraising Campaigns Lead, you will be instrumental in planning, implementing, and analysing targeted mass-market fundraising campaigns. This newly created role joins an established team in our External Relations unit during an exciting time of growth for The Lost Dogs' Home. Your focus will be on digital fundraising and regular giving, aiming to acquire, convert, upgrade, and retain donors. This role encompasses end-to-end campaign delivery across digital, telemarketing, and direct mail channels, ensuring campaigns meet KPIs, timelines, and financial targets.

Some of your key responsibilities will be:

- Lead the planning and execution of regular giving and giving day campaigns across a range of channels, with a focus on digital.
- Collaborate with senior management to develop annual budgets and campaign strategies.
- Manage external suppliers at each stage of campaign execution, ensuring alignment with budget and timelines.
- Develop and implement donor retention and stewardship communication strategies.
- Oversee the annual giving day campaign including strategy, content creation, and performance analysis.
- Monitor and evaluate campaign performance using data-driven insights.
- Ensure compliance with fundraising regulations and organisational standards.

About you:

As the ideal candidate for the Fundraising Campaigns Lead position at The Lost Dogs' Home, you possess a deep passion for animal welfare and a solid background in direct marketing. With at least 3-4 years of experience, you have successfully developed and executed campaigns aimed at mass-market audiences, ideally within fundraising contexts. You excel in data segmentation strategies and leverage data-driven insights to optimise campaign effectiveness and donor engagement. Your strong project management skills enable you to collaborate effectively with internal teams and external stakeholders, ensuring campaigns are delivered on time and within budget. With excellent interpersonal and communication skills, you are adept at building and maintaining relationships while providing exceptional



supporter care. Your detail-oriented approach and ability to manage multiple priorities align perfectly with our mission to give animals the best chance of a happy and healthy life.

Key Attributes:

- Formal qualifications in marketing or fundraising (desirable).
- Minimum 3-4 years of direct marketing experience, preferably in fundraising.
- Proven track record in achieving fundraising revenue targets.
- Strong project management skills with the ability to manage multiple stakeholders.
- Excellent written and verbal communication skills.
- Proficiency in CRM systems and Microsoft Office, preferably Raiser's Edge.
- Valid driver's license and willingness to occasionally travel.

About our culture:

At The Lost Dogs' Home, we cultivate an inclusive work environment that celebrates diversity. Our team enjoys a vibrant culture that fosters meaningful connections, both professionally and socially. Led by our dedicated social committee, we organise a wide range of engaging activities such as Paint and Sip Nights, Bowling, Trivia, and regular after-work gatherings. These events create opportunities for our team to relax, bond, and forge lasting friendships. We take pride in our diverse team where every individual is encouraged to be their authentic self, regardless of their role within the organisation.

What we can offer:

- Unique opportunity to make a difference in the lives of animals at a leading Animal Welfare organisation.
- Friendly, supportive work environment (surrounded by animals) with flexible, hybrid work options available.
- Access to our Employee Assistance Program.
- Access to our Foster Care program.
- Discounted pet adoption fees.
- Discounts at our Vet Clinic, Frank Samways

If you have the skills, experience, and enthusiasm to excel in this role, please head over to the [careers page](#) at The Lost Dog's Home or [Seek](#) and attach your cover letter and current resume in Word or PDF format. For any questions or further information about the role, feel free to email us at recruitment@dogshome.com.



The successful applicant will be required to satisfactorily complete 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.