



POSITION TITLE: Regular Giving Lead
DEPARTMENT: Fundraising and Engagement
DATE: February 2026
REPORTS TO: Fundraising Manager
FTE: Full Time
LOCATION: Richmond, Melbourne (Hybrid)

CBM AUSTRALIA

CBM Australia is Christian international development organisation with a focus on disability. We have more than 115 years' experience developing proven community-based programs that help millions of people with disabilities benefit from real and lasting change. We work alongside people with disabilities living in the world's poorest places to fight poverty and exclusion and transform lives.

ORGANISATIONAL VISION

An inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

ORGANISATIONAL MISSION

CBM is fighting to end the cycle of poverty and disability.

GROUP/DEPARTMENTAL OBJECTIVE

Engage and mobilise the Australian public including CBM supporters through powerful storytelling, relationship building and partnerships with the sector, government and the community to generate vital income, support and action for our mission.

TRAVEL

This role may require occasional domestic travel to support program delivery, agency partnerships, and field visits. Interstate travel may be required from time to time.

SAFEGUARDING OF CHILDREN AND VULNERABLE ADULTS

CBMA is committed to the protection and safety of all children and vulnerable adults that come into contact with our organisation and programs. All staff are required to understand and comply with CBM Australia's Safeguarding Policy and Prevention of Sexual Exploitation, Abuse and Harassment Policy, Code of Conduct and Safeguarding Behaviour Statement.

POSITION SUMMARY

This role leads the strategic development and performance of CBM Australia's regular giving program, driving sustainable revenue growth through donor conversion, retention, upgrades and lifetime value optimisation. With accountability for regular giving income targets, the role develops and executes strategies across acquisition, upgrade, and churn prevention, while managing external agency partnerships and collaborating across teams to ensure regular giving is integrated into the broader supporter journey.



RESPONSIBLE FOR

This role is responsible for regular giving strategy, revenue performance, product development, and payment optimisation across CBM Australia's regular giving program. The role manages external agency partnerships for regular giving delivery, leads campaign briefing processes with Marketing and Communications, and collaborates across the Fundraising, Data & Insights, and Supporter Relationships functions to ensure regular giving is integrated into the broader supporter lifecycle.

REPORTS TO

The Fundraising Manager

SUPERVISES

This position works with a degree of autonomy as a specialist lead, working to approved plans and strategies in close collaboration with the Fundraising Manager. The Regular Giving Lead will work collaboratively with teams across the Fundraising & Engagement Department, ensuring regular giving activities align with broader campaigns and communications. Working with the Supporter Relationships Team and Data & Insights will be essential for optimising conversion, retention, and performance analytics across the regular giving program.

MAIN ACTIVITIES

- Lead the development and execution of CBM Australia's regular giving strategy, with accountability for regular giving revenue targets and program performance
- Develop and manage regular giving conversion programs, including single gift to regular gift conversion, lead generation, and new supporter acquisition pathways
- Design, implement, and manage upgrade strategies to increase average gift value and maximise donor lifetime value
- Lead regular giving retention and churn prevention initiatives, including proactive engagement programs, payment failure management, and win-back campaigns
- Lead regular giving product development, including value proposition design, giving levels, supporter benefits, and payment method diversification
- Develop and optimise payment management strategies, including credit card expiry programs and failed payment recovery
- Implement testing frameworks to continuously improve conversion rates, retention, and average gift across channels; identify and implement innovations including digital-first approaches, flexible giving options, and emerging payment technologies
- Manage external agency relationships for regular giving program delivery, including developing briefs, performance frameworks, and accountability measures to ensure alignment with strategic objectives
- Lead regular giving campaign briefing processes with Marketing and Communications, providing clear specifications for multi-channel execution
- Partner with Data & Insights Lead for audience segmentation, predictive modelling, and performance analytics to inform regular giving strategy



- Collaborate with the Acquisition & Growth function to ensure effective lead generation pathways into regular giving, and with the Fundraising Manager to align regular giving programs with warm campaign strategy, donor lifecycle frameworks, and stewardship programs
- Develop and manage annual budgets for regular giving programs, ensuring ROI targets are achieved and resources are optimised
- Monitor and report on regular giving performance metrics, providing insights and recommendations to inform strategic decision-making
- Ensure compliance with regulatory standards, ethical fundraising principles, and CBM Australia's values

KEY SKILLS/QUALITIES

- A minimum of 3 years' experience in regular giving program management within a fundraising or subscription-based environment, with a proven track record of revenue growth outcomes
- Experience developing and executing regular giving acquisition, retention, and upgrade strategies
- Experience managing regular giving payment operations, including failed payment recovery and credit card expiry programs
- Strong understanding of donor lifecycle, supporter behaviour, and lifetime value optimisation
- Demonstrated ability to manage external agencies, including telemarketing and digital partners, and drive performance and accountability
- Strong analytical skills and data-informed decision-making, including experience with testing frameworks and performance optimisation
- Experience in financial analysis and reporting, including budget management and ROI analysis
- Demonstrated ability to collaborate across teams and influence stakeholders at all levels
- Results oriented with strong planning, organisational skills, and attention to detail
- Excellent communication skills – verbal and written
- Demonstrated ability to work autonomously and as part of a team
- Fundraising or NFP sector experience (essential)
- Regular giving or subscription program management experience
- Digital marketing and multi-channel campaign management experience
- CRM platform experience, e.g. Salesforce, Blackbaud, HubSpot
- Data analytics or insights experience (desirable)
- Payment systems and gateway experience (desirable)
- Commitment to and ability to demonstrate and display CBM Australia's values and behaviours
- Enthusiasm for the mission of CBM Australia and alignment/comfort with being part of a faith-based organisation



INTERNAL CONTACTS

Fundraising Manager, Head of Fundraising Insights & Growth, Data & Insights Lead, Data & CRM Analyst, Fundraising Specialist – Retention & Events, Fundraising Specialist - Acquisition and Reactivation, Supporter Relationships Lead, Marketing and Communications team, and key staff across Fundraising & Engagement.

EXTERNAL CONTACTS

Telemarketing agencies, digital marketing agencies, direct mail partners, payment gateway providers, CRM account managers, and creative agencies.