

DOCUMENTARY AUSTRALIA – Position Description

Position Title	Fundraising Manager
Organisation	Documentary Australia
Location	Sydney, NSW (hybrid)
Employment Type	Full-time (4-5 days negotiable depending on candidate), permanent
Reports To	Head of Philanthropy Partnerships and Communications

About Documentary Australia

Documentary Australia is a unique not-for-profit organisation that enables social impact through documentary storytelling. We support filmmakers, philanthropists, foundations and partners to create powerful documentaries that inspire awareness, empathy and action on the issues shaping Australia and the world.

As we continue to grow our impact and fundraising capability, we are seeking a strategic and relationship-driven Fundraising Manager to help support and expand fundraising across multiple revenue streams.

About the Role

The Fundraising Manager will play a key role in delivering Documentary Australia's fundraising strategy.

This role is ideal for someone who is both highly relational and data-informed, comfortable building authentic donor relationships while leveraging CRM systems, AI tools and fundraising insights to drive growth and efficiency.

Working closely with the Head of Philanthropy, Partnerships and Communications, you will help identify new opportunities, steward existing supporters and contribute to a culture of innovation and collaboration.

Key Responsibilities

General

Assist in the implementation of a dynamic and comprehensive fundraising strategy aligned with Documentary Australia's mission and goals. Trusts and Foundations are a key focus for this role, and you will also work with the Head of Philanthropy, Partnerships and Communications on other income channels including Partnerships, Bequests and Work Place Giving.

Trusts and Foundations - Grants

- Identify, research, and prioritise grant opportunities from trusts, foundations, and government bodies for both Documentary Australia core, program and film funding
- Write compelling, evidence-based grant applications and acquittal reports
- Manage grant calendars, compliance requirements, and funder relationships
- Maintain clear records of applications, outcomes, and funder history

Partnerships

- Assist in identifying, partners aligned with Documentary Australia's mission and brand values
- Help maintain an active pipeline of corporate prospects and track engagement through CRM

- Explore Work Place Giving as a cost-effective revenue stream

Prospecting and Pipeline Development

- Conduct prospect research using fundraising databases, public sources and AI-assisted tools
- Monitor fundraising trends and identify new funding opportunities
- Develop and maintain prospect pipelines and donor segmentation strategies
- Collaborate with other Team members on prospect opportunities

Fundraising Campaigns

- Assist the development and execution of revenue generating fundraising campaigns across various channels to support core and program revenue
- Collaborate on effective acquisition and retention programs
- Collaborate with other teams within Documentary Australia, including Marketing and Communications, Programs, Evaluation and Finance, to help ensure effective integration of fundraising efforts into appeals and campaigns

Bequests and Planned Giving

- Support the development and promotion of a bequest program
- Assist with stewardship of confirmed bequestors and legacy supporters
- Contribute to donor communications and campaigns related to bequests planned giving
- Maintain accurate bequest records on CRM

Technology and Data

- Use data to inform fundraising strategy, analysing trends, conversion, retention, and lifetime value
- Maintain accurate donor records, reporting and moves management within the CRM
- Use AI and digital tools to improve fundraising efficiency, including prospecting, donor segmentation, donor insights, predictive analytics and trends analysis
- Contribute to data analysis, reporting and fundraising performance metrics
- Support continuous improvement in fundraising systems and processes
- In collaboration with the Marketing Team, leverage digital tools including email marketing platforms, online giving platforms, and social channels to support fundraising campaigns
- Stay current with emerging fundraising technologies and recommend adoption where relevant

Strategy and Reporting

- Contribute to the development of the annual fundraising plan, including income targets and activity planning
- Prepare regular reports for the Head of Philanthropy, Partnerships and Communications on fundraising performance against KPIs
- Monitor sector trends in philanthropy, documentary, and social impact fundraising
- Support the Head of Philanthropy, Partnerships and Communications on Board-level reporting

About You

Experience and Skills

- Proven track record and experience in fundraising, development, and philanthropy - ideally in arts, media, culture, or social impact
- Proven experience writing successful grant applications to trusts and foundations

- Demonstrated success in donor relationship management, including, mid-level giving, partnerships and bequests
- Strong relationship-building and communication skills, with the ability to engage and inspire donors
- Strong multi-channel fundraising literacy and experience
- Proficiency with CRM platforms (preferably Salesforce)
- Comfort with digital fundraising tools including email platforms (e.g. Mailchimp) and online giving platforms
- Familiarity with Australian philanthropy, including tax-effective giving structures, DGR status, and PAFs and PuAFS (Giving Funds)
- Compliant with the regulatory and ethical framework governing Fundraising
- Passion for documentary filmmaking and the work of Documentary Australia.

Personal Qualities

- Relationship-first orientation - you build trust through enquiry, consistency, follow-through, and genuine interest in people and their passions and interests
- Self-directed and organised - you manage multiple priorities and seek support when needed
- Great attention to detail
- Intellectually curious about documentary, social change, and the philanthropic landscape
- Comfortable working in a small team where everyone collaborates and contributes
- Discrete and professional in handling sensitive donor information and conversations
- Innovative and entrepreneurial thinker

What We Offer

- Genuine autonomy and influence over fundraising strategy and outcomes
- A small, committed team that cares deeply about its work
- Flexible, hybrid working arrangements
- Front-row access to Australia's most important documentary projects and the philanthropists who support them
- The opportunity to collaborate and build on the success of fundraising at Documentary Australia

How to Apply

Please submit a CV and a cover letter addressing your experience across donor relationships, grant writing, and fundraising technology. Applications without a cover letter will not be considered.

Applications should be addressed to the Head of Philanthropy Partnerships and Communications and submitted via Ethical Jobs portal.

We welcome applications from people of all backgrounds. Documentary Australia is committed to diversity, equity and inclusion and representing the diversity of the communities and stories we serve.