



POSITION DESCRIPTION

Position: Community Giving Coordinator (FCD.59)

Reports To: Community Giving Manager

Classification: Band D

CANCER COUNCIL VICTORIA

Every year, more than 39,000 Victorians will be diagnosed with cancer, and nearly 12,000 will die from cancer. The number of cases will increase as our population grows and ages. Survival will also improve as we get better at [early detection](#) and [treatment of cancer](#).

Since our establishment in 1936, [Cancer Council Victoria](#) has developed an international reputation for our innovative work in [cancer research](#), [prevention](#) and [support](#). As an independent, not-for-profit organisation, we play a leading role in reducing the impact of all cancers on all people.

Our people work and volunteer at Cancer Council Victoria to contribute to an organisation that makes a real difference in people's lives and is valued by the community we serve. In return we are proud to foster a culture that supports individuals to reach their full potential, in an environment that reflects our values of **Excellence, Integrity and Compassion**.

DIVISION AND BUSINESS UNIT SUMMARY

The **Fundraising and Communications Division (FCD)** is responsible for creating ways for people to play their part in saving lives and reducing the impact of cancer.

Through a diverse revenue generation program, the Division works to ensure funds are raised to support Cancer Council Victoria to achieve its mission of empowering people, saving lives and preventing cancer.

This is achieved through best-practice high volume fundraising approaches; exceptional relationship management of philanthropic partnerships; delivery of iconic fundraising events; and retail product sales and royalties.

The Division's ways of working enable our teams to move quickly, deliver ongoing value to our supporters and foster a culture of continuous improvement. We connect our cause and values to how we organise ourselves, and our work.

The Individual and Community Giving Unit is accountable for the strategy and implementation of key fundraising activities to drive diversified and sustainable income growth. This dynamic unit takes a continuous improvement approach to innovation and

business development, ensuring supporters have a great experience supporting Cancer Council.

The unit is responsible for Cancer Council Victoria's mass market fundraising activities to increase supporter contributions annually and secure long-term income. Working across multiple digital and offline channels and campaigns, the unit comprises direct marketing appeals, regular giving, peer-to-peer, community engagement and retail revenue streams.

POSITION SUMMARY

The Community Giving Coordinator plays a key role in fostering strong relationships with local communities, volunteers and fundraisers, event committees, grassroots organisations and businesses to drive support for Cancer Council Victoria.

Reporting to the Community Giving Manager, the role focuses on recruiting, supporting and retaining volunteers and fundraisers. The Coordinator uses excellent people skills and a passion for community engagement to build fundraising and event capabilities, enhance supporter experience, and maximise community participation. This position also seeks opportunities to innovate and connect communities and groups with Cancer Council campaigns and services, including Relay For Life, Fundraise Your Way, Australia's Biggest Morning Tea, Daffodil Day and The Longest Day.

RESPONSIBILITIES

Campaign Planning and Development

- Actively take part and support the Community Giving Team to plan, implement, optimise and evaluate campaigns, ensuring targets are met or exceeded
- Develop dynamic campaign briefs for teams in the Fundraising and Communications Division and external providers, ensuring all elements of the campaign are implemented effectively
- With the support of the Community Giving Manager, manage successful execution of Fundraising and Peer-to-peer campaigns, including maintaining coinciding websites and communications journeys
- Provide community fundraising support to campaigns across the Fundraising portfolio
- Actively participate in a culture of learning, innovation and continuous improvements within the team, unit and division

Stakeholder Engagement

- Build and maintain strong relationships with volunteers, event committees, fundraisers, local businesses, grassroots organisations, and local government to grow campaign participation, fundraising revenue, and community support.
- Manage a portfolio of team captains and event participants, with clear goals for acquisition, growth, and retention; initiate regular engagement, stewardship, and networking opportunities.
- Liaise with internal teams and external stakeholders, including suppliers, event providers, and authorities, to ensure smooth campaign delivery.
- Support the development of campaign materials (e.g., Campaign Handbooks) to align with strategy, best practice, and performance targets.
- Identify and recruit community members to volunteer or join event planning committees; provide training and support to build capacity and engagement.
- Work with internal teams to drive campaign acquisition and engagement using an omni-channel approach.

- Collaborate with interstate counterparts on shared or national campaigns to maximise impact and consistency.
- Contribute to team, unit, and divisional meetings, supporting planning, implementation, and reporting.
- Identify opportunities to innovate within existing and new campaigns in consultation with the Community Giving Manager.

Budget, Compliance and Evaluation

- Forecast and maintain assigned event and campaign budgets to achieve fundraising targets and effective expenditure management
- Identify and secure local business sponsorship and council grants
- Support all fundraising campaigns and events to ensure they are delivered in line with national strategy, and collateral and communications comply with guidelines
- Evaluate event planning to ensure fundraising events are organised, successful, safe and deliver great supporter experiences for everyone who attends
- Ensure all ongoing budget, reporting and evaluation requirements are completed, with a focus on compliance and continuous improvement

Such other duties as directed and consistent with an employee's level of skill, competence and training.

KEY SELECTION CRITERIA

Essential Criteria

Qualifications, Experience, Knowledge and Skills

- Relevant qualification and/or experience in Fundraising, Event Management, Marketing, Communications or related field.
- Demonstrated experience in identifying, securing and developing successful relationships with volunteer community groups, third-party fundraisers, local businesses and councils to achieve fundraising goals
- Strong organisation and time management skills with an ability to work autonomously and the proven ability to meet tight deadlines
- Demonstrated ability to carry out duties professionally, with tact and diplomacy ensuring privacy and confidentiality requirements are maintained
- Demonstrated problem solving skills and the ability to take initiative
- Excellent written, oral communication, financial and project management skills
- Advanced skills in MS Office, including Word, Excel and PowerPoint
- Experience with Salesforce CRM

Desirable Criteria

- Tertiary qualification in Fundraising or Event Management
- Experience working in a community or not-for-profit organisation
- Experience in public speaking

Special Requirements

- Non-smoker
- Right to work in Australia
- Satisfactory completion of National Police Check
- Current Australian Drivers Licence
- Valid Working With Children Check
- Ability to travel to metro and regional Victoria

- Occasional outside of regular business hours and weekend work required, with Time in Lieu available.
- Confidence in driving a 1 tonne van to events when required
- Ability to lift and move semi heavy items at events (e.g marquees/marquee weights)