

# Position Description: Fundraising Manager — Community and Events

## Position Details

**Reports to:** Director of Development

**Location:** Hybrid (Brookvale office presence required)

**Position Type:** Full time or Part Time (0.8 FTE) considered for the right candidate

**Term:** Permanent

**Remuneration:** \$110,000 – \$120,000 + superannuation, commensurate with experience

Our Vision: Sustainable global health solutions for childhood dementia.

Childhood Dementia Initiative is driving world-first action for every child and young person living with dementia so that we may achieve the following outcomes:

- Treatments and cures available for children with dementia;
- Access to equitable and quality care for children with dementia and their families; and
- Childhood dementia is a global health policy priority.

Our Values: Our work is guided by our values: Bold, Transparent, Flexible, Amplify & Unite

- We are BOLD in all we do and seek to achieve.
- We AMPLIFY the voices of our families and the case for change.
- We are TRANSPARENT and FLEXIBLE in all aspects of our work.
- We UNITE, bringing together those who can make the changes needed.
- We remain FLEXIBLE and responsive in our approach, adapting to emerging challenges and opportunities.

## Position Purpose

The Fundraising Manager, Community and Events is a pivotal role in Childhood Dementia Initiative's development team, responsible for building and growing income through community fundraising, events, and third-party and peer-to-peer fundraising. While CDI has a portfolio of activities such as

the Winter Gala, and Trek the World for childhood dementia, it is certainly a green field of opportunity for growth. The right person will not only identify and create opportunities, but will put in place the relationships, systems, and foundations that make those opportunities succeed and compound over time.

CDI's development team is small, close-knit, and high-performing. Everyone pitches in across the full breadth of fundraising activity: this is not a siloed role, and the right person will be comfortable contributing beyond their immediate portfolio when the team needs it. In return, this is a team that operates with genuine autonomy. New ideas and fresh thinking are not just welcomed, they are expected. If you see a better way to do something, you will have the space to make the case and the support to pursue it.

Sitting alongside the Partnerships Manager and reporting to the Director of Development, this role is the engine behind CDI's community fundraising activity: building relationships, creating moments that inspire action, and converting supporter energy into meaningful, growing revenue for the mission.

CDI's 2026–2031 strategy represents a significant step up in fundraising ambition. Community and events fundraising is a core pillar of that growth. This role requires someone who understands that building new business means more than generating leads, it means cultivating the right partnerships, activating the right audiences, and creating the infrastructure that allows opportunity to become income reliably and at scale.

This role is succeeding when CDI has a growing, loyal community of fundraisers and supporters whose connection to the mission deepens year on year, and when community and events fundraising delivers consistent, growing income underpinned by strong foundations, not just individual wins.

## Core Accountabilities

### 1. Community Fundraising: Building and Growing

- Build CDI's community fundraising program from a nascent base. This includes developing the strategy, identifying the right audiences and channels, and creating the propositions that make it work.

- Develop and manage relationships with community fundraisers and supporters across individual donors, community groups, schools, local businesses, and service clubs - with a focus on long-term retention and value, not just acquisition.
- Galvanise, engage with and support families affected by childhood dementia who choose to fundraise in support of CDI - bringing sensitivity, warmth, and genuine respect for lived experience to every interaction.
- Put in place the supporter journey infrastructure: toolkits, stewardship touchpoints, acknowledgement processes, and follow-up cadences that turn one-off fundraisers into committed, recurring supporters.
- Identify and pursue new community fundraising opportunities, including geographic expansion and new audience segments, with a clear view of what is needed to convert opportunity into income.

## 2. Events

- Lead the planning, delivery, and evaluation of CDI's fundraising events portfolio, including the annual Winter Gala and other signature events.
- Identify and develop new event opportunities, including building the case for new event formats and assessing the resources and relationships required to make them viable.
- Manage event budgets, supplier relationships, and logistics to deliver high-quality experiences on time and within budget.
- Ensure events are aligned with CDI's values - amplifying family voices, reflecting the urgency of the mission, and creating genuine connection with supporters.

## 3. Peer-to-Peer and Digital Fundraising

- Develop and manage CDI's peer-to-peer fundraising program, including campaign planning, participant recruitment, and supporter stewardship.
- Build the digital fundraising infrastructure - platforms, templates, and supporter resource that enables peer-to-peer activity to scale.
- Monitor and optimise peer-to-peer fundraising performance, identifying opportunities to improve conversion, average gift, and retention.

## 4. Individual Giving

- Provide support for CDI's individual giving activity, including assisting with donor communications and acknowledgements as required.
- Identify opportunities to move community fundraisers and event donors along the supporter journey in collaboration with the Director of Development.

## 5. Relationship Management and Stewardship

- Maintain accurate and up-to-date records for all community fundraisers, event participants, and supporters in CDI's CRM.
- Deliver timely, personalised stewardship and acknowledgement to supporters across the community and events portfolio.
- Collaborate with the Partnerships Manager to ensure a coherent, joined-up supporter experience across CDI's fundraising portfolio.

## 6. Reporting and Planning

- Set and manage income targets and activity plans for the community and events portfolio.
- Track and report on performance against targets, identifying issues early and bringing solutions proactively.
- Contribute to CDI's annual fundraising planning and strategy processes.

# Required Capabilities

## Technical

- Demonstrated experience building community fundraising and events programs - not just managing existing ones; has created something from a low base and grown it.
- Strong event management skills - budget management, supplier relationships, logistics, and stakeholder coordination across a varied events portfolio.
- Experience managing peer-to-peer and third-party fundraising programs, including digital platforms.
- Confident relationship builder - creates genuine, lasting connections with supporters from diverse backgrounds, including families with lived experience of serious illness.
- Understands what makes new business work - can identify opportunity, assess viability, put the right conditions in place, and convert.

- CRM proficiency - maintains accurate records and uses data to inform stewardship and decision-making.
- Strong written and verbal communication - can write compelling supporter communications, event materials, and stewardship touchpoints that reflect CDI's voice.

## Leadership and Approach

- Self-managing - can hold a complex, growing portfolio independently, prioritise effectively, and deliver without close supervision.
- Proactive and solutions-oriented - identifies opportunities and problems early, acts on them, and brings others along.
- Thinks beyond the immediate task- understands that building a program means putting the right infrastructure in place, not just chasing the next event or campaign.
- Collaborative team player - in a small team, everyone contributes across the full breadth of fundraising activity; this person pitches in willingly and sees that as a strength, not a distraction.
- Brings new thinking - actively looks for better ways to do things, makes the case for them clearly, and has the follow-through to bring ideas to life.
- Comfortable with autonomy - works well with freedom and takes genuine ownership of outcomes, not just tasks.

## Behavioural

- Mission-aligned - genuinely understands what is at stake for families affected by childhood dementia and brings that to every supporter interaction.
- Relationship-first - builds trust with supporters through consistency, warmth, and follow-through.
- High ownership - treats gaps in the portfolio as problems to solve, not someone else's responsibility.
- Energised by building - excited about creating something, not just maintaining it.
- Curious and innovative - approaches their work with a restless interest in what could be done better, and has the courage to propose it.
- Comfortable with the full range of the role - brings the same care to logistics and administration as to supporter relationships.

## Experience Required

- Minimum 5 years' experience in community fundraising and/or events fundraising in the NFP or purpose-driven sector.
- Demonstrated track record of building a community fundraising or events program from a low base - not just managing or growing an inherited portfolio.
- Experience managing third-party and peer-to-peer fundraising programs, including the infrastructure required to support them at scale.
- Proven ability to identify new fundraising opportunities, assess what is needed to make them viable, and see them through to income.
- Strong event management background, including experience delivering fundraising events end-to-end.
- Experience using CRM systems for supporter management and reporting.
- The right to reside and work in Australia.