

POSITION DESCRIPTION



Position description

Position Title	Digital Fundraising Coordinator
Employment Status	Part-time (2 days per week, 0.4 FTE) – days to be agreed with the successful candidate
Location	Work from home, with a Melbourne office for those nearby (flexible working)
Position reports to	Fundraising Manager
Direct Reports	-
Primary objective	To coordinate the delivery of Children First Foundation's digital donor acquisition campaign – working day to day with our digital fundraising agency, sourcing the field stories that power the campaign, and maintaining the regular gifts the campaign generates
Date Reviewed	July 2026

CONTEXT

Children First Foundation (Children First) is an Australian charity that believes every child is entitled to safe, quality surgical care when needed irrespective of where they were born.

Children First is a charitable organisation based in Australia (Melbourne) dedicated to facilitating life-changing surgery for disadvantaged children from developing countries. With fundraising driving our outcomes, we are committed to making a positive impact on the lives of children through various programs and initiatives.

It is an exciting and opportune time to join Children First. The Board, CEO and team are now implementing our growth strategy to treat more children in Australia and overseas. We are experiencing significant growth in our fundraising income and are expanding our team to create greater impact – in short, to help more children.

Children First is seeking an organised, capable Digital Fundraising Coordinator to join our growing team. This newly created role supports our digital donor acquisition campaign – the online advertising, run with our digital fundraising agency, that introduces new supporters to our work through one-off gifts and monthly giving. The Digital Fundraising Coordinator will coordinate the campaign day to day, source the real stories from the field that bring children's lives to the people who can help, and look after the monthly givers the campaign welcomes in.

The successful candidate will report to the Fundraising Manager and work closely with the whole team, including the CEO.

HOURS/DAYS

This part-time role (0.4 FTE, 2 days per week) has flexible working hours. Which days are worked is open and will be agreed with the successful candidate, and the hours can be spread across multiple days if that works better. The role is worked from home, with our Melbourne office available – for those nearby, one day a week in the office for collaboration. Genuine work-life balance is promoted.

KEY ACCOUNTABILITIES

Digital acquisition campaign coordination:

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- Act as day-to-day point of contact for Children First's digital fundraising agency, who run our digital donor acquisition campaign
- Use strong project management and organisational skills to keep campaign schedules on track, flagging issues and changes early
- Review campaign creative and copy, checking every word before it goes live
- Attend regular campaign work-in-progress meetings and keep the team informed of campaign activity

Story and content sourcing:

- Source the stories, photographs and footage from in-country partners (currently Vietnam, Vanuatu, Papua New Guinea and Timor-Leste) that the digital acquisition campaign relies on
- Build warm working relationships with in-country partners, finding practical and creative ways to gather material
- Ensure every story, photo and piece of footage is filed clearly and has a signed talent release on record

Regular giving maintenance (digitally acquired donors):

- Manage the process for monthly gifts acquired through the digital campaign – ensuring declined, expired and cancelled gifts are identified and followed up, watching the numbers, and stepping in with direct personal contact where a case needs it
- Run the donor journey for these donors – much of it automated, so the job is making sure it's working – including basic stewardship and gratitude: thank-yous and relationship maintenance, not just payment recovery
- Keep accurate records of contact and outcomes in our database

Collaboration and team support:

- Work closely with the rest of the fundraising team to ensure campaign activity supports fundraising goals
- Support and collaborate with the Fundraising Manager on tasks related to the digital program
- Participate in team meetings and contribute to planning discussions

KEY SELECTION CRITERIA

Knowledge & Skills

- Strong project management and organisational skills – you keep multiple tasks moving on time and on budget, engaging diverse stakeholders from our digital agency to in-country partners
- Your workplace communication, both written and verbal, are fantastic. You write an email that says what you mean, and you're just as comfortable talking a stakeholder through it in the room.
- An understanding of direct marketing: talking straight to people and asking them for something
- Excellent writing, proofing and editing skills with sharp attention to detail
- Comfortable contacting people you've never met – on the phone, in person and online
- Comfortable coordinating work across countries and time zones – planning ahead, writing clearly, and keeping things moving between conversations. This is about organisation, not always being on call.
- Tech savvy and tech curious – handy with Word, Excel and PowerPoint, happy to learn new systems, and you know what a CRM is and does
- Understanding of child safeguarding principles

Desirable

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	• An understanding of how membership or monthly-giving programs work • An understanding of what motivates donors • Some fundraising knowledge • Experience with CRM or email marketing platforms
Personal Qualities	• A passion for assisting disadvantaged children and the difference a charity can make in the world • You build warm, respectful working relationships with colleagues and partners, whether they're in Australia or not, and you adapt how you communicate to suit the person and the context • You care about the work, and it shows in what you do, not just what you say • Positive, proactive attitude with the ability to work independently in a small team • Respect for routine work – the quiet, regular tasks get done reliably, not let slip • Commitment to maintaining confidentiality and professional standards

WE WANT TO HEAR FROM YOU!

If you are passionate about making a difference in the lives of children from developing countries and possess the necessary skills, we invite you to apply for this exciting opportunity.

To apply, please submit your resume and a cover letter (1-2 pages) detailing your relevant experience and passion for our mission to cff@childrenfirstfoundation.org.au.

Applications will be accepted until [DATE] – But interviews will be held throughout the period, so do not delay. Join us in creating a brighter future for children in need!

IMPORTANT INFORMATION

This role is worked from home. Our Melbourne office is available, and those nearby are welcome to use it, including a day in the office for collaboration with the rest of the team.

Children First has a commitment to being a child-safe organisation. Children First's recruitment and selection procedures reflect our commitment to the safety and protection of children in all our activities. As part of the selection process, candidates must undergo a Working with Children's Check and Police Check, familiarise themselves with relevant policies and procedures and sign the Child Safeguarding Policy and Code of Conduct. You will also be required, in work time, to complete annual child safeguarding training.

Children First is an equal opportunity employer and is committed to providing a safe and healthy environment for staff, ensuring the workplace is free from harassment, bullying and discrimination, and supporting the diverse skills, backgrounds and values of others.

Staff are required to be COVID vaccinated.

Successful applicants are required to disclose any pre-existing illness or injury that they know about, which could be reasonably foreseen to be affected by the described work duties. If you fail to disclose

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such a condition, if employed, you will not be paid compensation for that condition in accordance with s.82 (7) of the Accident Compensation Act.

As Children First evolves to meet changing needs, so will the roles required of its staff. Accordingly, staff should be aware that this document might not necessarily represent the full role that the staff member will perform in the long term. This document is intended to provide an overview of the Digital Fundraising Coordinator's role as of the date above.