

POSITION DESCRIPTION

ACCOUNT STRATEGY DIRECTOR

Position level	Manager	Department	Philanthropy & Partnerships
Location	Not specified	Direct reports Indirect reports	None initially 1
Reports to	Group Account Director – Philanthropy & Partnerships	Date revised	8 July 2026

■ Donor Republic Summary

Donor Republic is an innovative full-service fundraising and marketing agency dedicated to the not-for-profit sector, specialising in strategic development through to the implementation of world class fundraising and marketing campaigns.

At the heart of Donor Republic is an uncompromising pursuit of fundraising & marketing excellence.

Our approach is founded on time-tested fundraising & marketing principles, shaped by decades of industry experience, and continuously informed by cutting-edge strategies and research. Our founders, Marcus Blease and Andrew Sabatino, are two of the most trusted and experienced voices in fundraising today. Their passionate commitment to exceptional fundraising has seen Donor Republic attract the very best talent in the country on the way to becoming Australia and New Zealand's leading full-service fundraising and marketing agency.

Donor Republic's dedicated team of industry experts offer an extensive range of skills and experience across all aspects of fundraising and marketing from ideation to execution.

■ Our Values

We are deeply committed to working alongside our partners to help make the world a better place for all of humanity. We pursue excellence, we work tirelessly, we honour bravery, we strive for greatness, and we act with integrity.

- Accountability – Own it.
- Kindness – Lead with heart.
- Expertise – Never stop learning.
- Boldness – Push past safe.
- Creativity – Spark delight.
- Collaboration – Lift each other.

THE ROLE

■ Position Level Descriptor

An Account Strategy Director leads on projects, strategy and mentoring and deploys resources to deliver business strategies. They accept accountability for the delivery of targets within their team/function. They support the development of their people and the desired culture as well as the growth of the business. They monitor, measure and manage business KPIs, build capacity and capability and continuously improve processes to respond to current and future needs.

■ Position Summary

The Account Strategy Director is a key member of Donor Republic's management team, responsible for leading strategic account management for a portfolio of key agency clients. Working closely with the Group Account Directors and Directors, this role plays a pivotal part in developing, preparing, and mentoring clients to implement effective major gift and relationship fundraising strategies and campaigns.

This role manages the day-to-day needs of clients, ensuring all requirements are met in a timely, accurate, and professional manner while upholding the highest standards of client service.

The primary focus of this position is Donor Republic's relationship fundraising. There is potential to support capital/capacity/-comprehensive campaign services, and lead client projects related to campaign feasibility and services like intensive mentoring, as well as relationship fundraising mentoring, case for support development, and strategy projects. Noting that client portfolios often include corporates and trusts & foundations, which we approach with the same relationship-focused methodology backed by BePartnerReady.com frameworks.

As the Philanthropy & Partnerships team grows, the Account Strategy Director could contribute to building, mentoring, and overseeing a high-performing team. This position represents a significant opportunity to shape and strengthen Donor Republic's major gift and campaign practice as we grow the division to meet the needs of our clients and sector.

■ Key Relationships

- This position reports directly to the Group Account Director – Philanthropy & Partnerships
- Key stakeholders are across the Donor Republic team (Senior Account Managers, Account Managers, Operations, Creative, Individual Giving and Digital team members, and company Directors).
- The key relationships in this role are the various members within client fundraising or marketing teams and sometimes their senior leadership teams and board members.
- This role holds various supplier relationships including copywriters, designers, major gift, research and data specialists.

KEY RESPONSIBILITIES

■ CORE DUTIES

Client Strategy & Relationship Management

- Lead the overarching strategic development of clients' fundraising and marketing plans.
- Consult with directors when developing and implementing these plans to ensure alignment with client objectives.
- Maintain regular communication, liaison, and reporting with clients at a senior level.
- Organise client feedback sessions and demonstrate improvement in key areas based on feedback.
- Generate accurate reports and status notifications for both clients and directors.
- Pitch fresh, innovative ideas to clients and directors to drive growth and engagement.

Project & Financial Management

- Develop and complete projects on schedule and within agreed budgets.
- Manage client projects in Kantata/Mavenlink and Xero Projects to monitor profitability, performance, and pricing accuracy.
- Oversee project invoicing and expenses in line with Donor Republic processes.
- Submit variations to clients for approval when project scope or fees change.
- Monitor and update project estimates and supply costs to reflect real-time status.
- Review project profitability reports (time, expenses) and report on client and project performance.
- Close projects once all invoicing, expenses, and time allocations are complete.

Resource & Capacity Planning

- Assign team members to projects and monitor their capacity and allocation.
- Conduct weekly checks to ensure time entry compliance by project teams

Process Optimisation & Continuous Improvement

- Develop and review systems and processes, seeking director approval for updates.
- Initiate and actively participate in continuous improvement initiatives.
- Participate in meetings, workshops, and strategy sessions as required.

Professional Development & Leadership

- Use your expertise to develop clients, the team, and the agency in the most productive direction.
- Seek opportunities for professional learning and skill development.
- Ensure your own and the agency's activities support the agency's guiding principles.

Other

- Perform work outside of normal hours at times
- Interstate and overseas travel may be required
- Any other duties as reasonably requested by Donor Republic
- Act at all times in accordance with the Code of Conduct and Guiding Principles
- Comply with the Work Health and Safety management system

KEY SKILLS, QUALITIES AND TECHNICAL KNOWLEDGE

■ Personal

- Highly self-sufficient and motivated, able to work autonomously while being an effective team player
- Strong organisational and time management skills, capable of balancing multiple priorities while maintaining accuracy
- Ability to push back constructively with clients and directors when necessary
- Skilled at building credibility, networking, and influencing internal and external stakeholders
- Genuinely motivated by the purpose-driven work of charities and passionate about achieving better outcomes
- Mature, confident, and flexible when engaging with staff at all levels, including Directors and senior stakeholders
- Resilient under pressure and comfortable working to deadlines in a fast-paced agency environment

■ Leadership and Interpersonal:

- **Strategic Direction:** Generates and evaluates options to achieve long-term organisational goals, considering cost, benefits, risks, timing, buy-in, and ethical constraints
- **Change Management:** Responds positively to change, encourages others to do the same, and helps overcome resistance
- **Commercial Awareness:** Demonstrates financial competence and business performance acumen to support sound decision-making
- **Customer Service:** Builds and maintains strong relationships with a wide range of stakeholders and diverse groups
- **Team Participation:** Collaborates with team members, encourages and motivates performance, and celebrates achievements
- **Positive Disposition:** Models professionalism, sets high ethical standards, commands respect, and builds trust within the team
- **Self-Awareness:** Understands personal strengths and weaknesses, remains open to feedback, and adapts behaviour accordingly
- **Personal Well-Being:** Maintains energy and focus, balances work and personal life, and sustains a healthy lifestyle

■ Education and Technical Knowledge

- 5+ years experience in major gift fundraising - capital, capacity and comprehensive campaign experience highly regarded but not required
- Exceptional corporate written and interpersonal communication skills
- Proven experience managing major gift and/or capital campaign strategy implementation
- Maintains best practice knowledge through professional development and industry involvement
- Demonstrated ability to supervise, mentor and coach staff
- Demonstrated problem solving skills
- Demonstrated ability to effectively manage a number of projects simultaneously according to timelines within budget constraints
- Experience in the development of relationship fundraising and/or capital/capacity/- comprehensive campaign strategic plans
- Skills in software relevant to the area of practice
- Holds an unencumbered Australian or New Zealand drivers' licence.
- Tertiary qualifications or relevant industry experience in Fundraising, Marketing or related discipline

Communication Skills	Level of Communication	Internal or External
	Adapt & Exchange Reach agreement through flexibility and compromise within a team environment.	Internal and external
	Influence Effect change without direct exercise of command, where persuasion is required.	Internal and external
	Translate Translate the Vision into simple and tangible strategies and objectives and navigates and negotiates buy-in.	Internal and external

Position Impact	Level of Impact
	Individual Contributor Primarily does individual tasks or collaborates on projects for portions of work

■ Company and Functional Tools used by this role

- Kantata
- Slack
- Dropbox
- Microsoft (Outlook / Teams / Excel/Word / PowerPoint)
- Adobe Reader
- Trello
- Others, as required
- Occasional use of client tools

By signing this document, you acknowledge your understanding of the roles, responsibilities, and expectations outlined and commit to fulfilling them to the best of your abilities. The position description is subject to change and will be reviewed annually at a minimum.

Employee Signature	<insert>	Date	<insert>
Director Signature	<insert>	Date	<insert>