

Raise Foundation Position Description	
Title	Fundraising Campaign Coordinator
Version	July 2026

Position Summary

The Fundraising Campaign Coordinator plays an important role in supporting Raise Foundation's fundraising growth through the planning, coordination and optimisation of targeted fundraising campaigns that generate awareness, engagement and opportunities to connect with prospective donors, partners and supporters.

Working closely with the Chief Fundraising and Marketing Officer, Fundraising Strategist and broader Fundraising and Marketing teams, the role supports the delivery of fundraising priorities through strategically planned campaigns and engagement activities that attract and nurture prospective corporate partners, major donors, trusts and foundations and community supporters. The role brings a strategic and audience-focused mindset to campaign planning, using data, insights and fundraising priorities to inform campaign activity and engagement approaches.

The role provides critical operational and campaign support to the fundraising team, ensuring fundraisers have access to relevant audience insights, campaign assets and engagement activities that enable them to focus on building relationships, securing meetings and progressing fundraising opportunities.

The Fundraising Campaign Coordinator is responsible for ensuring campaigns are delivered on time and measured effectively, with a strong focus on increasing supporter engagement and creating opportunities for meaningful fundraising conversations. The role contributes to continuous improvement through performance monitoring, reporting and the application of insights and learnings to improve campaign effectiveness, supporter engagement and fundraising outcomes.

Reporting Structure

The Fundraising Campaign Coordinator reports to the Chief Fundraising and Marketing Officer and works collaboratively with the Fundraising and Marketing teams, and other Raise internal stakeholders.

Key Responsibilities and Outcomes

Campaign Strategy and Planning:

- Develop and maintain fundraising campaign calendars aligned to fundraising priorities and strategic objectives.
- Prioritise campaigns based on fundraising goals, pipeline requirements and target audiences.
- Provide campaign, audience and prospect insights that enable fundraisers to prepare for meetings, tailor engagement approaches and progress opportunities effectively.
- Coordinate campaign briefs and planning activities with fundraising and marketing stakeholders.

Raise Foundation Position Description	
Title	Fundraising Campaign Coordinator
Version	July 2026

- In partnership with the Marketing team, support the development of campaign themes, messaging and outreach strategies.
- Ensure campaigns are aligned to fundraising priorities, target funding opportunities and stages of the fundraising pipeline, generating qualified prospects and engagement opportunities for the fundraising team.

Target Audience and Segmentation:

- Build and maintain segmented target lists and campaign audiences.
- Research, identify and pre-qualify prospective donors, corporate partners, trusts, foundations and government funding opportunities using agreed qualification criteria.
- Segment databases and contact lists to support campaign effectiveness.
- Align campaign targeting and messaging to audience needs, interests and fundraising objectives.
- Maintain accurate campaign and audience data.

Content and Messaging Coordination:

- In partnership with the Marketing team, coordinate campaign messaging and communication materials, tailoring messaging for different donor and partner audiences.
- Ensure messaging aligns with Raise's brand, positioning and fundraising priorities. Support the promotion of Raise's impact, thought leadership and fundraising initiatives to strengthen prospect engagement and progression through the fundraising pipeline.

Campaign Execution and Donor Engagement:

- Coordinate the delivery of fundraising campaigns across relevant channels.
- Support donor, partner and supporter acquisition and engagement activities.
- Coordinate fundraising events, webinars and campaign-related engagement activities.
- Manage campaign timelines, schedules and delivery milestones.
- Support the identification and engagement of prospective donors, partners and funding opportunities through targeted campaign and outreach activities.
- Coordinate campaign follow-up activities, stewardship communications and supporter engagement journeys.
- Coordinate campaign-generated leads and engagement activity within the CRM, ensuring timely follow-up, clear ownership and visibility of pipeline opportunities for the fundraising team.
- Provide campaign coordination, audience insights and communication support that enables fundraisers to build relationships, secure meetings and progress fundraising opportunities.

Campaign Analytics and Reporting:

- Track campaign performance, engagement and conversion metrics.
- Monitor campaign effectiveness and identify opportunities for improvement.
- Prepare campaign reports, insights and performance summaries.

Raise Foundation Position Description	
Title	Fundraising Campaign Coordinator
Version	July 2026

- Analyse audience engagement, lead generation, qualification and conversion data to identify opportunities to improve pipeline performance and fundraising outcomes.
- Contribute to campaign testing, optimisation and continuous improvement initiatives.

Fundraising and Marketing Collaboration:

- Work closely with the fundraising and marketing teams to ensure campaigns generate qualified opportunities; support relationship building activities and contribute to fundraising targets.
- Coordinate campaign activity that supports the identification, cultivation and progression of prospective donors and partners.
- Support executive, ambassador and Board engagement activities where appropriate.
- Contribute to the ongoing refinement of campaign processes, templates and best practice resources.
- Foster strong collaboration across fundraising, marketing and partnership teams.

Skills and Experience

Essential Experience and Qualifications:

- Relevant qualifications in marketing, communications, fundraising, business development or a related field, or equivalent experience.
- Experience coordinating marketing, fundraising, lead generation or business development campaigns.
- Demonstrated experience managing multiple projects and deadlines in a fast-paced environment.
- Strong stakeholder engagement and relationship management skills.
- Experience coordinating campaigns, events, communications or engagement activities.
- Strong written and verbal communication skills.

Technical and Analytical Skills:

- Experience using CRM and marketing platforms, preferably Salesforce.
- Strong campaign planning and project coordination skills.
- Experience working with audience segmentation and campaign performance data.
- Strong analytical and problem-solving skills.
- Ability to prepare reports, monitor KPIs and identify trends.
- Proficiency in Microsoft Office and digital marketing platforms.

Additional Requirements:

- Completion of Raise selection process, including Youth Safety Checks.
- Must hold a current Working with Children (Employee) Check and National Crime Check.
- Experience as a Raise Mentor (ideal but not essential).
- Experience in the not-for-profit sector is desirable but not essential.

Raise Foundation Position Description	
Title	Fundraising Campaign Coordinator
Version	July 2026

Youth Safety Responsibilities:

All roles at Raise contribute to maintaining a Youth Safe, Youth Friendly environment. This includes:

- Adhering to the Youth Safety Code of Conduct.
- Completing required training and screening requirements.
- Maintaining appropriate professional boundaries with young people.
- Reporting any concerns relating to the safety or wellbeing of young people.

Qualities and Personal Attributes

The ability to demonstrate leadership in the following essential qualities and attributes:

- Genuine passion for supporting young people and commitment to supporting young people and aligning with Raise Foundation's purpose, mission and vision.
- Warm and approachable and builds genuine connections with diverse stakeholders through a positive and professional approach.
- Inspired by working in a dynamic, rapidly evolving non-profit organisation with a strong vision for growth.
- Collaborative, inclusive and supportive working style.
- Values open, honest, and clear communication to build trust and engagement.
- Acts with integrity, demonstrating a high level of professionalism, discretion, and respect for confidentiality.
- Curious, resourceful and solutions focused.
- Demonstrates initiative and ownership in identifying opportunities and driving continuous improvement.
- Thrives in a collaborative environment and enjoys working across teams to achieve shared goals.

Fundraising Campaign Coordinator's Rights

Integrity and honesty

A psychologically and physically safe and inclusive working environment

Support and clear direction from the Raise CEO and Executive Management Team

Clear guidelines on expectations through well communicated policies and procedures

Confidentiality, respect and professionalism

Flexibility and balance

Valued and accepted by Raise Foundation

Key Performance Indicators (KPIs)

The measurable outcomes for this role are as outlined in the detailed organisational KPIs and as agreed directly with your manager.

High level organisation goals

Raise Foundation Position Description	
Title	Fundraising Campaign Coordinator
Version	July 2026

1. Deliver mentoring and training programs that have a significant impact
2. Expand that impact to more young people, organisations and communities
3. Ensure we do it sustainably

Raise Foundation Overview

Our Purpose, Mission, Vision and Impact

Raise significantly improves youth wellbeing by connecting trained and trusted mentors with every young person in Australia who needs one. Raise ensures young people thrive through adolescence, believe in themselves and others, and are equipped with tools for life.

Raise Foundation Personality

We are passionate about our work and the benefits we create for our mentees, mentors, team members, partners and communities. We have six values that express our shared understanding of what we believe, how we behave, and what we aspire to as an organisation:

Be Courageous – we are imaginative, driven, progressive, confident

Show Heart – we are kind, passionate, sincere, empathetic

Give Respect – we believe in acceptance, equity, inclusivity

Apply Integrity – we operate with authenticity, accountability, transparency

Bring Vitality – we are positive, fun, energetic, inspiring

Deliver Excellence – we are evidence-based, responsive, consistent, experts in our industry

Youth Safe, Youth Friendly Organisation

Raise Foundation is committed to being a Youth Safe, Youth Friendly organisation and will, for all young people who come into contact with our programs, provide welcoming, safe and nurturing services for young people, work to prevent child abuse and neglect within our services, appropriately and immediately address child abuse and neglect if it occurs, and place the interests of any young person suffering from harm, or at risk of harm, above the interests of any other individual or the organisation.

This position description provides an overview of the key responsibilities and expectations of the role. It is not an exhaustive list of duties, and the incumbent may be required to undertake additional tasks as needed. The description may be updated periodically to reflect evolving business needs. It does not form part of the employment contract. As the incumbent gains experience, they will be encouraged to take initiative, propose improvements, and contribute to the ongoing effectiveness of the role.