

Position Description

Date created: April 2025

Job Title:	Fundraising Manager Supporter Acquisition
Department:	Fundraising
Classification Level:	Social and Community Service Employee Level 6
Position Reports to:	General Manager Fundraising
Position Supervises:	Supporter Acquisition Lead, Single Giving Lead
Capability Level:	Leadership - Level C
Delegation of Authority Level:	Level 2A Manager

About Us:

Dementia Australia is the national peak body and source of trusted information, education and services for the estimated 433,300 Australians living with dementia, and the almost 1.7 million people involved in their care. We advocate for positive change and support vital research. We are here to support people impacted by dementia, and to enable them to live as well as possible. Our commitment to a shared set of values shapes our decisions, actions and behaviours towards achieving our core purpose and strategic priorities.

Our Culture Statements:

- We are aligned in our **Purpose**
- We lead with our **Head** and **Heart**
- We work together **Collaboratively**

Purpose of Position:

The Fundraising Manager Supporter Acquisition is responsible for developing and implementing strategic fundraising initiatives that build a sustainable pipeline of new donors and participants for Dementia Australia. This role leads omni-channel acquisition strategies across digital fundraising, community events, direct mail, and other fundraising initiatives to create a strong foundation for the supporter's journey. This role will work closely with the Retention and Growth team to ensure a seamless transition of new supporters into the nurturing pipeline.

Position Objectives and Responsibilities

Operational Responsibilities:

Develop and implement comprehensive omni-channel acquisition strategies across digital fundraising, community events, direct mail, and other relevant channels to grow the supporter base.

Create and optimise supporter journey maps for new acquisitions in collaboration with the Retention and Growth Manager to ensure seamless transition of supporters into nurturing programs.

Develop robust reporting on acquisition performance, supporter pipeline health, and projected value to support strategic decision-making and live continuous improvement.

Apply data-driven decision making to test, measure, and refine acquisition approaches, maximising return on investment and cost-per-acquisition metrics.

Collaborate with the Brand, Marketing, and Communications teams to ensure Fundraising Acquisition campaigns align with Dementia Australia's brand standards and messaging frameworks.

Lead the team including mentoring, briefing, proofing copy and design, overseeing the fulfillment of campaigns and events, monitoring and reviewing results and ensuring the team works within budget and to agreed deadlines.

Successfully manage relevant income and expenditure budgets, including all elements from administration, accounts preparation and coding, recording and reporting to ensure the final income result is on or above budget.

Team Leadership:

Lead members in the team to ensure each person is performing their role to the highest standard.

Conduct regular and meaningful performance reviews for staff including performance management when required.

Set and maintain clear accountabilities for direct report/s and support achievements of these through coaching and active performance review.

Develop strong team relationships, fostering positive relationships within Dementia Australia, national colleagues and across departments.

Provide regular updates for staff, encourage feedback and ensure that this is dealt with in an appropriate manner.

Lead by example, act as a role model for staff within the team.

Communication and Team Work:

Develop strong, positive relationships within Dementia Australia, with colleagues in the same team and across departments.

Promote an awareness of the needs of people with dementia, and their carers from special needs groups including those from diverse cultural backgrounds, people who identify as being LGBTI, Aboriginal and Torres Strait Islander people, and people living in rural and remote areas and develop culturally appropriate service strategies to meet individual needs and improve service access.

Strategic Fundraising Collaboration:

Participate in regular fundraising leadership meetings to ensure alignment of strategies across the supporter journey.

Collaborate with fundraising leaders and team members to develop integrated annual plans and optimise supporter experiences across channels.

Share key insights, metrics, and reporting to support data-informed decision-making and demonstrate holistic fundraising performance.

Participate in cross-functional initiatives to strengthen collaboration, address shared challenges, and ensure seamless processes between teams.

Organisational Responsibilities:	Communicate and act in ways that are consistent with the organisation's brand and values. Support and promote the work of the organisation, maintaining a positive image of the organisation in accordance with the Code of Conduct. Apply and uphold the principles of a respectful, inclusive and diverse workplace, free from discrimination, harassment or bullying
Policies and Procedures:	Adhere to, and comply with organisational policies, processes and procedures, using appropriate systems where required. Model the organisation's values, play a role in raising the profile of these values and associated behaviours across the organisation. Demonstrate a strong commitment to a quality culture, implementing standards of excellence and a continuous improvement business focus. Support and promote a strong safety culture by ensuring all work activities are performed in compliance with the organisation's Work Health and Safety Policy.

Qualifications:

- Tertiary qualification in a relevant field (Marketing, Communications, Business)

Experience:

- 5+ years' experience in fundraising acquisition, with demonstrated success in multi-channel campaigns
- Demonstrated strategic thinking and business acumen, with ability to develop and implement sophisticated fundraising strategies that deliver measurable results
- Proven track record in developing and executing digital fundraising strategies within community fundraising and single giving portfolio's

Capabilities:

The Dementia Australia Capability Framework describes a range of professional capabilities that provide a common language and focus for all staff in performing their roles effectively.

Foundational Capabilities	
FC-01 Values Based	
Promotes Diversity and Equality	Embraces individual and cultural differences through genuine, courteous behaviours, harnessing, promoting, and supporting diversity and equality of others in all activities.
Shows Respect and Inclusiveness	Demonstrates inclusive behaviour; listens, values and acknowledges others; is open and respectful to the contributions and ideas of others. Fosters a positive, inclusive work environment.
Demonstrates Integrity and Accountability*	Has strong moral principles and holds yourself and others to high standards of accountability; is honest and proactive in taking responsibility for own actions. Acts in ways that are consistent with the organisation's brand and values.
Demonstrates alignment to our Brand	Contributes daily to upholding our Brand Pillars, Voice and Personality as described by our Culture Statements.
FC-02 Personal Attributes	
Manages Self*	Demonstrates drive and motivation, self-reflects, and commits to learning and personal growth. Maintains self-awareness and composure and looks for opportunities to learn from the feedback of others.
Adapts and Responds to Change	Embraces new ideas and change initiatives, accepts ambiguity, and adapts to changed circumstances.
Promotes Health and Safety	Promotes prioritises and demonstrates personal responsibility for the health, safety, and wellbeing of self and other team members; considers the physical environment and carefully undertakes tasks with the safety and wellbeing of others in mind.
FC-03 Relationship Building	
Collaborates Effectively*	Collaborates with others to remove barriers and break down silos and enable the collaborative delivery of client/customer focused outcomes.
Teamwork	Fosters teamwork by working together and cooperatively, encouraging, recognising and rewarding those behaviours in others; actively contributes to achieving team results. Supports team decisions.

Stakeholder Engagement	Builds, fosters and sustains relationships (internally and externally) based on mutual trust, respect and understanding, to help pursue Dementia Australia's vision and mission
FC-04 Business Enablers	
Technology & Information	Understands and uses available technologies and information to maximise efficiencies and deliver effective services.
Understands financial requirements	Understands and applies processes in line with Dementia Australia policy.
Procedures and Instructions	Understands and complies with legislation, Dementia Australia policies, procedures and instructions, demonstrating commitment to the organisation.
Leadership Capabilities	
LC-01 – Achievement of Strategy and Vision	
Strategic and Operational Understanding*	Thinks critically and acts on the broader purpose of the organisation.
Finance, Risk and Governance	Maintains a high standard of practice through financial and risk management, and governance.
Procurement and Contract Management	Understands and applies processes and approval delegations to ensure effective purchasing and contract performance.
Project Management	Understands and applies effective project planning, sponsorship, coordination, and governance.
LC-02 Drive and Results	
Inspire Excellence	Creates a culture of trust and accountability, communicates vision, direction and purpose, goals, priorities, and translates strategy into operational understanding.
Insightful Decision Making	Use professional judgement to make considered, ethical and courageous decisions influenced by data and quality information based on insights into the broader context and a view to external and future context.
Drives Accountability and Outcomes*	Establishes accountability for the execution of quality results through professionalism, persistence, transparency, process and system.
LC-03 Stakeholder Management	

Representation and external engagement	Forges lasting relationships and promotes organisation by building strategic alliances and partnerships (internally and externally) to collaboratively execute the organisations strategy.
Committee or working group management	Gathers appropriate parties to stimulate ideas and innovation through collaborative ways of working and problem solving.
Advocate, Influence and Negotiate*	When navigating challenges and complexities promote unity and commitment from others, proactively resolve issues and conflicts.
LC-04 Lead and Develop People	
Mentor and Cultivate	Motivate people, develop capability through mentoring their current or future responsibilities; foster continuous learning and improvement; Initiate and engage in constructive feedback and performance management.
Change Management	Embrace change and lead with focus and optimism, champion change and influence others to be open and accepting to change.
Enhance Organisational Talent	Attract, develop, and retain talent to ensure that people with the right skills and motivations are in the right place at the right time to meet organisational needs.

*Key Selection Criteria

Additional Requirements:

1. Maintain a current driver's licence in the relevant state. Access to and willingness to use own car (with reimbursement) for travel.
2. Provide evidence of entitlement to work in Australia, the maintenance of such entitlement being critical to continuance in the role.
3. Undertake a Police Check, and other relevant checks as required, prior to commencement of position.
4. Comply with all relevant Dementia Australia policies and procedures as updated from time to time.
5. Be flexible in work hours at times to meet the reasonable demands of this position.
6. Be willing to undertake travel as may be required with the position.