

SURFAID

SurfAid - Position Description

Position Title	Fundraising and Campaigns Manager
Location	Hybrid. Available to attend fortnightly in-person meetings at SurfAid Headquarters, Alexandria, Sydney as well as other local events as required.
Employment type	Full time
Date	August 2026
Approved by	CEO
Salary	\$80,000 per annum + super

Purpose of the position	The Fundraising and Campaigns Manager is instrumental in supporting the delivery of SurfAid's fundraising campaigns and implementing key activities within the Fundraising Strategy. This role supports the delivery of SurfAid's major annual campaign, Make A Wave, with a primary focus on recruiting and managing supporters, sponsors, ambassadors and the broader campaign community. The role also contributes to scaling this key campaign globally, with a focus on developing new fundraising markets and participation in the US and Indonesia. It supports overall campaign administration, communications, social media and digital engagement and liaises with external stakeholders including media contacts, partner organisations, and creative or digital agencies as needed to support campaign delivery. The Fundraising and Campaigns Manager will work closely with SurfAid staff, in particular the Chief Marketing and Fundraising Officer and the Fundraising and Events Manager. The role also works with SurfAid's Head of Programs, staff from SurfAid's Indonesian affiliate, ARUNGI, as well as USA and New Zealand SurfAid representatives, to ensure content accurately reflects program realities and community outcomes. In addition, the role provides capacity development support to ARUNGI staff on fundraising and campaign delivery.
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Our Values

Value	What it looks like
Do the Right Thing	We put purpose and outcomes first. We act with heart and integrity. We take responsibility and accountability for what we deliver. (Not: putting ourselves before the mission; choosing the easier path if it

SURFAID

	dilutes impact.)
Respectful	We show up with positive energy and a constructive attitude. We communicate clearly, openly and honestly. We treat all communities we work with, and each other, with respect and dignity. (Not: toxic, dismissive or disrespectful behaviour; being driven by ego or self-interest.)
Resourceful	We take initiative, adapt, and solve problems effectively and efficiently. We measure success through impact outcomes. We work as an aligned collective across affiliates. (Not: measuring success by headcount or activity hours; being slow or stuck in old ways; duplicating effort or working in silos.)
Inclusive	Gender equality and social inclusion are central to everything we do. We work with communities as a whole, with particular attention to women, children under five, and other marginalised groups. We seek to remove barriers so everyone can participate and benefit. (Not: perpetuating outdated systems, hierarchies, or exclusion.)

PART A

Reporting Structure

Role reports to	Chief Marketing and Fundraising Officer
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Working Relationships

Internal	SurfAid staff and Board ARUNGI staff (Indonesian affiliate of SurfAid)
External	Brand and campaign ambassadors Community fundraisers Entry level donors Mid-level donors Major donors Agency partners Corporate and brand partners Surfing communities Government donors Philanthropic foundations and organisations

Key Accountabilities

Key areas of focus %	Tasks
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SURFAID

Campaign Management - 40% Focus: supporter recruitment, ambassador management, community building and fundraising activation	• Support the management of campaign sponsors, assisting with communications and fulfilment of agreed deliverables. • Drive campaign growth in new target regions, including the United States and Indonesia, through targeted outreach and relationship-building. • Recruit supporters to participate in the campaign, including ambassadors, surf schools, boardriders clubs, community groups and other surf networks. • Manage relationships with ambassadors and campaign participants, providing guidance, encouragement and support to help them achieve their fundraising goals. • Actively manage and engage the campaign community, responding to enquiries and maintaining strong supporter relationships throughout the campaign period. • Provide general campaign administration support, including maintaining records and tracking participation. • Manage the packing and distribution of campaign merchandise and supporter materials. • Work with the community fundraisers to activate their participation and meet fundraising goals.
Communications Management - 30% Focus: campaign communications, social media support and online community engagement	• Produce event, donor and partner materials including landing pages, fundraising pages, email journeys, information packs, social media content, pitch decks, impact reports and more in adherence to the SurfAid brand guidelines. • Grow engagement and following of SurfAid social media accounts, manage our community and produce regular compelling content for all channels. • Support capacity development of the ARUNGI communications and fundraising team, sharing skills and resources to strengthen their content and storytelling capability. • Update the campaign and brand website as required. • Support media and PR partnerships.
Fundraising & Marketing Management - 15%	• Support the Chief Fundraising and Marketing Officer in developing organisational fundraising and marketing strategies, developing yearly fundraising appeals, and growing SurfAid's donor base. • Support with managing and guiding junior staff, volunteers, and interns.
Business Partnerships and Community Fundraising Support - 10%	• Build and maintain relationships with new and existing business and brand stakeholders. • Support community fundraising events and individual fundraisers.
Event Support - 5%	• Represent SurfAid at flagship fundraising events and donor experiences.

SURF AID

PART B

Necessary Attributes

- Flexible and adaptable.
- Personable, approachable attitude.
- Strong interest in the surfing community.

Critical Skills, Qualifications and Experience

Key Areas Of Focus (%)	Tasks
Qualifications	• Tertiary qualifications in a relevant area such as business, marketing, communications or equivalent experience.
Experience	• Experience supporting fundraising campaigns or community fundraising initiatives. • Experience recruiting and engaging supporters, ambassadors or community participants. • Experience managing online communities and responding to supporter enquiries. • Experience liaising with a diversity of people, from grass-roots organisations to senior executives, across various cultures and countries. • Experience supporting digital communications, including social media, email and website updates. • Demonstrated ability to manage multiple tasks, meet deadlines and support campaign delivery. • Demonstrated ability to work effectively both independently and as part of a team. • Minimum of 2 years of relevant, post-qualification professional experience in a fundraising, marketing, or campaigns management capacity
Essential Skills	• Highly developed interpersonal skills. • Advanced computer literacy. • Adaptable and responsive to the dynamic nature of a small organisation. • An interest or background in international development. • Understanding of the fundraising and surfing sectors. • Understanding of and active participation in surf culture, with the ability to authentically engage surfing communities, ambassadors, and donor networks.
Desirable	• Experience working for NGO's or purpose-driven organisations. • Knowledge of principles of international development and experience in applying DFAT and MFAT donor requirements, is highly regarded. • Experience working across international or multi-market teams, ideally spanning Australian and US audiences or donor bases, is highly regarded.

SURFAID

Critical Competencies

Competencies	Definition
Collaborative	• Fosters a respectful, transparent and collaborative work environment.
Communication	• Demonstrates the ability to create a positive impression of SurfAid. • Presents with confidence and competence, and communicates ideas and information with credibility and persuasiveness. • Is able to communicate effectively with all aspects of the organisation and stakeholders.
Commitment	• Demonstrates high energy and prioritisation of SurfAid's goals and objectives.
Proactive	• Demonstrates strong personal initiative and the ability to drive projects through to completion. • Has significant drive, and can support fundraising initiatives and contribute ideas alongside the team.