

Position Description

Position title	Fundraising Database and Insights Advisor (0.8FTE)
Program/Unit	Community Engagement
Classification	Common Law – Dependent on qualifications and experience
Position reports to	Fundraising Lead

Organisational context

Established in 1997, MacKillop Family Services (MacKillop) strives to ensure all families are supported to provide children with a safe and permanent home, and the best possible start to their lives.

Continuing the child and family welfare programs of our three founding agencies – the Sisters of Mercy, the Sisters of St Joseph and the Christian Brothers – we provide early intervention programs to support the most vulnerable families, and provide education, disability support, home-based care and out-of-home care for vulnerable children and young people in Victoria, New South Wales, Western Australia, Queensland, the Australian Capital Territory, and the Northern Territory.

MacKillop has approximately 2,300 staff, operating out of more than 50 sites, and has forecast annual revenue for the 2026/27 financial year of approximately \$350 million.

Like our founders, we are deeply committed to our work and are driven by social justice. We believe every child should be protected from abuse, neglect and exploitation, and are a child-safe organisation that is committed to protecting and advocating for the best interests of children and families across all our programs.

Our work is underpinned by our values, and by a deep understanding of the impact of trauma, informed by the Sanctuary Model. Sanctuary is a blueprint for organisational change, which supports organisations to provide a safe, non-violent environment for people affected by trauma. It also supports staff and carers to form communities that are safe and caring, and to maintain a culture that reflects these qualities at every level within the organisation. MacKillop is the only licensed provider of training in the Sanctuary Model in Australia.

MacKillop is deeply committed to promoting diversity. Our diversity encompasses differences in race or ethnicity, gender identity, gender expression, intersex status, sexual orientation, language, age, religion, socio-economic status, relationship status, physical and mental ability, thinking styles, experience, and education. We believe that the wide array of perspectives that results from such diversity makes us more creative, flexible, accessible and productive.

Our purpose

MacKillop Family Services continues our founders' passionate commitment to social justice – to work for the rights of children, young people and families to be safe, to learn, feel nurtured and connected to culture. We provide high quality services to promote healing from trauma and loss, and to enable hopeful futures.

MacKillop Family Services will care compassionately, respond large-heartedly and advocate courageously.

Our vision

Children, young people and families are welcomed and supported by MacKillop to be empowered and thrive.

Our values

We commit to the following five foundational values which we continue to embed in the culture of our organisation and practice:

JUSTICE. *We believe in the right of all people to be treated justly and fairly.*

HOPE. *We seek to foster hope that assists people to find meaning.*

COLLABORATION. *We commit to working in a collaborative spirit through cooperation, coordination, partnership and empowerment.*

COMPASSION. *We seek to foster compassion, an attitude of the heart and a response to exclusion and suffering.*

RESPECT. *We seek to act with respect with regard to each other, the earth and all creation.*

Our Sanctuary Commitments

Our values are brought to life through our commitment to the Sanctuary Model. Sanctuary is an evidence-supported, whole-of-organisation framework that guides how we practice as an agency. Sanctuary enables a shared language, knowledge, and response to the impact of trauma and loss on all of us.

Our seven Sanctuary Commitments are as follows:

- Non-Violence - Mean what you say and don't be mean when you say it
- Emotional Intelligence - Look out for yours and other people's feelings
- Social Learning - We all learn from, and teach each other
- Democracy - Everyone is heard
- Open Communication - Be honest and share information
- Social Responsibility - We all help each other ... It takes a village to raise a child
- Growth and Change - Open to new ideas and ways of thinking
- Cultural Humility - Address power imbalance and cultivate cultural safety for all

Position purpose

Reporting to the Fundraising Lead, the Fundraising Database and Insights Advisor is an important member of the Community Engagement team, responsible for capturing and analysing data to inform strategies to grow our supporter base and maximise the revenue potential of our generous fundraising and philanthropic supporters.

Primary objectives

The Fundraising Database and Insights Advisor (FDIA) plays an important role in supporting revenue generation by maximising fundraising efficiency, and donor acquisition and retention by capturing and analysing data from the Fundraising Customer Relationship Management (CRM) software, maintaining the integrity of the CRM and all required integrations with third party software.

The FDIA will also provide advice and support in developing systems and processes for efficient donation processing, receipting and stewardship, as well as implementing, maintaining, and operating these systems to meet the needs of the Fundraising and Philanthropy team.

The FDIA will work with key internal stakeholders to provide administrative and operational support in data management, segmentation, data insights, analysis, recommendations, and reports.

Key result areas and responsibilities

The Fundraising Database and Insights Advisor will be responsible for:

Data Hygiene, security and Integrity

- Maintain and oversee accurate and up-to-date donor records in Raiser's Edge (RE) and other third-party systems. through regular data cleansing, validation, and deduplication
- Apply and implement data quality processes and controls for incoming and outgoing data to maintain a high level of data integrity
- Maintain the safe handling and storage of data within RE and integrated software
- Adhere to database security protocols and privacy requirements when handling donor information
- Work with the Fundraising and Philanthropy team to apply tags and segmentation accurately to all contacts and track all communications in RE

Database Management and Integration

- Facilitate and support the development and maintenance of processes to establish campaigns and appeals, and maintain attribution systems and procedural improvements that are consistent with organisational needs
- Implement third party software integrations and data imports/exports from other digital platforms (such as Dataro, Mailchimp, Funraisin, PowerBI etc). This may include supporting the design of transformation templates, API integrations to RE and system automation.
- Drive and deliver the change processes with stakeholders to implement changes to systems. This may include testing, validating, documenting and communicating new or changing business rules or systems to ensure the implemented solution fulfills its objectives
- Update user access and permission according to business rules and privacy guidelines
- Support troubleshooting, optimising, and automating data workflow to improve efficiency and effectiveness of fundraising and donor management processes
- Perform routine database maintenance tasks to support effective system use

Financial Reconciliation

- Work closely with the Finance team to prepare and reconcile donation income in RE and other fundraising platforms against bank records on a monthly basis.
- Organise internal approval and prepare reports for the Fundraising and Philanthropy team and the Finance team if required
- Organise and deliver end of financial year reconciliation in conjunction with the Finance team and other stakeholders.

Reporting, Insights and Analysis

- Develop and maintain regular fundraising reports, post-campaign analysis, and data insights
- Provide reports on tracking the movement and growth of MacKillop's donor base by updating and refining the donor segmentation model on a regular basis
- Monitor database application performance in RE, implement systems and process improvements and make configuration changes where necessary
- Document and update database protocols and processes on a regular basis to ensure appropriate internal controls.
- Support forecasting, budgeting and income planning through data analysis

Campaign Support

- In consultation with other members in the Fundraising and Philanthropy team, and using AI tools where appropriate, prepare and produce data briefs and targeted contact lists to maximise income from appeals, acquisition, retention and stewardship activities
- Set up and maintain campaign codes and tracking structures on RE
- Monitor campaign performance and provide actionable insights
- Assist with donation batching and processing when required

Collaboration/Teamwork

- Work collaboratively with the Fundraising and Philanthropy team and other internal stakeholders to fulfill data requests and support campaign delivery
- Support RE onboarding and training for new and existing staff
- Undertake other duties as required.

Key selection criteria

The incumbent will have:

- Experience in Rasier's Edge or similar CRM including establishing campaign, appeal, fund and attribution structures. Knowledge in API integration is desirable.
- Experience in reconciling donation income against bank records
- High level data entry and word processing accuracy with CRM databases (preferably RE), Word and Excel
- Solutions focussed with excellent analytical problem-solving skills and attention to detail
- Demonstrated ability to organise, prioritise effectively, and meet conflicting deadlines
- Ability to evaluate existing procedures and provide recommendations to improve processes

- Proactive mindset, strong interpersonal skills, and the ability to communicate professionally and sensitively across diverse contexts
- Ability to work collaboratively and constructively with peers, staff and suppliers, as well as initiative and effective personal judgement when working alone
- A knowledge and understanding of Aboriginal culture and values and an awareness of the current issues faced by Aboriginal children, young people and their families

Other information

The incumbent is required to:

- Sign and actively abide by MacKillop's Code of Conduct.
- Observe and actively support MacKillop's P.8 People and Workplace Policy.
- Observe and fulfil health and safety responsibilities as contained within 'WHS-P-001 Responsibility Statements' document.
- Attend mandatory and other training as required.
- Actively participate in MacKillop's Bid Management process as required.
- Participate in and promote continuous quality improvement processes.
- Promote an environment that is culturally safe and strengths focussed.
- Abide by principles and commitments of the Sanctuary Framework.
- Incorporate cultural safety into your practice with Aboriginal families.

The incumbent must possess a:

- Valid and current Driver's Licence.
- Valid and current Working with Children Card.
- Valid and current NDIS Worker Check (for NDIS risk assessed roles).
- Satisfactory criminal history check conducted by MacKillop Family Services.

Approval

• Director or General Manager's full name:	Sam Patterson	Date:	27/07/2026
Director or General Manager's position title:	Director Community Engagement		
Incumbent's full name:			
Incumbent's signature:		Date:	



MacKillop Family Services acknowledges Aboriginal and Torres Strait Islander people as Australia's First Peoples and as the Traditional Owners and Custodians of the land on which we live, work and play. We pay our deep respects to Elders past and present and acknowledge all Aboriginal children, young people, families and staff who are a part of MacKillop Family Services.



MacKillop celebrates and draws strength from diversity and respects the dignity of all people. Every person at MacKillop has the right to be safe and to be treated justly. We value every person's ability, cultural or linguistic backgrounds, ethnicity, sexual orientation, gender identity, gender expression, intersex status, relationship status, religious or spiritual beliefs, socio-economic status, and age.