

POSITION DESCRIPTION

Position title	Fundraising Campaigns & Engagement Manager		
Employment status	Permanent	FTE	1FTE
Salary	\$90,000 - \$95,000		
Reports to:	Chief Executive Officer		
Location:	Melbourne, Australia		

Overview

The Fundraising Campaigns & Engagement Manager plays a critical revenue-generation role at StreetSmart Australia, owning the strategy, growth and performance of our fundraising campaigns and collective giving portfolio. This includes leading the continued growth of CafeSmart, reimagining DineSmart, developing a new national fundraising campaign, and overseeing appeals, community and collective fundraising efforts.

Working closely with our Communications and Marketing Coordinator and Supporter Experience Officer, the role sets direction across campaign delivery, marketing and supporter journeys, while building strong relationships with partners, businesses, fundraisers and external agencies. Combining strategic leadership with hands-on delivery, the Manager will drive acquisition, engagement, retention and revenue growth, while testing new fundraising opportunities that strengthen StreetSmart's long-term sustainability and impact.

Key responsibilities:

Campaign Design, Delivery and Performance

- Own the strategy, development and performance of StreetSmart's fundraising portfolio, spanning CafeSmart, the evolution of DineSmart, national campaigns, appeals and collective giving products
- Translate organisational strategy into clear fundraising plans, propositions, budgets, targets and measures of success
- Lead the development and delivery of seasonal and targeted appeals and collective giving activity, strengthening acquisition, engagement, conversion and ongoing giving
- Lead end-to-end campaign delivery, coordinating internal team members, external partners and suppliers to deliver high-quality activity at scale
- Continually evolve existing campaigns and giving products while testing new audiences, propositions and fundraising opportunities to drive sustainable growth

Fundraising Growth and Acquisition

- With the Communications and Engagement Coordinator, drive acquisition of new individual, business and campaign participants across hospitality, community and peer-to-peer fundraising - via online, direct and grassroots business development
- Support and enable community fundraisers, individual champions and business-led fundraising initiatives
- Identify, design and pilot new fundraising projects and approaches that diversify and grow StreetSmart's revenue base
- Work with internal and external stakeholders to identify opportunities for growth - including partnerships, events and new activations

Donor Retention and Stewardship

- Develop and oversee donor and participant journeys across the fundraising portfolio, strengthening engagement, retention, recognition and long-term value
- Lead stewardship approaches for key supporter groups, including collective giving donors, hospitality venues, campaign participants, community fundraisers and partners
- Use supporter data, segmentation and insights to drive retention, reactivation and uplift strategies, including for lapsed and low-engagement audiences
- Ensure supporters have a strong connection to StreetSmart's mission, understand the impact of their contribution and are inspired to deepen their engagement over time

Stakeholder, Partner and Sponsor Engagement

- Build and manage strong relationships with a diverse range of stakeholders including hospitality venues, sponsors, recruitment partners and high-value fundraisers
- Act as a key point of contact for campaign partners, ensuring clear communication, support and accountability
- Collaborate with sponsors and partners to deliver mutually beneficial campaign activations and fundraising outcome, alongside the Chief Executive Officer

Communications and Collaboration

- Work closely with the Communications and Marketing Coordinator to align campaigns with communications plans, email marketing and multi-channel promotion
- Contribute to brand, PR and storytelling opportunities linked to major campaigns and activations
- Coordinate with creatives, designers and digital partners to deliver effective campaign assets and supporter communications
- Maintain accurate records, data and reporting systems (e.g. CRM and Website) to support compliance, insights and decision-making.

Selection Criteria

Essential to success in this role is your experience in managing multiple and competing priorities across various communication channels and internal projects with developed capabilities in strategic thinking, operational planning and ongoing delivery.

- Demonstrated experience in fundraising, campaigns or revenue-generating roles, with the ability to manage and grow a diverse fundraising portfolio across campaigns, appeals, collective giving, community fundraising
- Proven ability to develop fundraising strategy and translate it into high-performing campaigns, from proposition and planning through to delivery, evaluation and continuous improvement
- Strong understanding of donor acquisition, conversion, retention, stewardship and supporter journeys, with experience growing both participation and revenue
- Experience working with businesses, partners and communities to develop and activate fundraising initiatives
- Strong capability using CRM and marketing platforms such as Salesforce and Mailchimp strategically, including segmentation, supporter journeys, campaign targeting, performance analysis and optimisation
- Experience developing and overseeing multi-channel fundraising and marketing activity, working effectively with communications colleagues and external creative and digital partners
- Innovative and entrepreneurial, with the ability to identify opportunities, test new fundraising propositions and scale what works
- Excellent stakeholder management and relationship-building skills, with the ability to set direction, coordinate others and bring people together around shared goals
- Highly collaborative, adaptable and motivated by building a sustainable fundraising portfolio that delivers both revenue growth and social impact

StreetSmart Australia is an Equal Opportunity Employer. Aboriginal and Torres Strait Islander people, people with disabilities, LGBTQIA+ people, people with lived experience, and culturally and linguistically diverse people are strongly encouraged to apply. We are happy to adjust our recruitment process to support accessibility needs.

Last updated July 2026