

POSITION DESCRIPTION

Australia for UNHCR (A4U) and Aotearoa New Zealand for UNHCR (NZ4U) are the UN Refugee Agency's (UNHCR's) national partners in Australia and New Zealand, raising awareness and funds to support UNHCR's global emergency response to humanitarian crises.

Established in 2000, A4U has raised over \$500m from individual donors, philanthropists and corporates. Together with NZ4U, these partnerships support the delivery of emergency shelter, water and cash assistance to some of the world's most vulnerable people. Australia for UNHCR also directly funds international projects that support longer-term care such as building schools, running livelihood programs and providing healthcare.

Title	Digital Fundraising Coordinator	Function	Fundraising
Location	Level 8, 120 Sussex Street, Sydney	Employment Type	Permanent
Reporting to	Digital Marketing Manager	Career Level	Capability Level 2
Last Updated	August 2026		
Position Statement	The Digital Fundraising Coordinator supports the delivery of A4U and NZ4U's digital acquisition program, helping to achieve income and donor recruitment targets across single giving and regular giving campaigns. Working closely with the Digital Marketing Manager and digital performance agency, this role coordinates the development of compelling fundraising propositions, campaign creative and digital assets to support paid acquisition activity across digital channels and TV. The role monitors campaign performance, identifies optimisation opportunities and contributes to testing new propositions, audiences and creative approaches. It works collaboratively with internal teams, creative suppliers and agency partners to ensure campaigns are insight-led, donor-centred and delivered to a high standard.		

Key Accountabilities

Role Specific

- Coordinate the delivery of single and regular giving digital fundraising campaigns to meet donor and revenue targets, including emergency activations and ecommerce.
- Develop and test fundraising propositions for paid acquisition campaigns, drawing on audience insights, UNHCR emergency priorities and channel performance.
- Coordinate campaign inputs for the performance agency overseeing the execution of paid media campaigns, including briefs, assets and optimisation recommendations.
- Create, coordinate and adapt campaign assets for paid digital channels, including briefing creative agencies, collaborating with internal teams and developing simple assets directly where appropriate.
- Closely monitor campaign performance and make practical optimisation recommendations to strengthen fundraising results.
- Identify new opportunities for income generating digital activities, and optimise existing propositions, products and initiatives.

- Review campaign, donor and journey data to identify behaviours, friction points and opportunities to improve conversion, donor experience and campaign performance.
- Oversee set up of event and activity tracking codes for all digital campaign activities conducted by external media agencies and internal users.
- Support the A4U Emergency Strategy as required.
- Support campaign administration, including invoice processing, budget tracking, reforecast inputs and coordination of agency documentation.

Direct Reports

NIL

Selection Criteria

Essential Qualifications & Experience

- Relevant professional experience in fundraising, digital marketing, marketing, ecommerce, or a related field.
- Demonstrated experience supporting or implementing fundraising campaigns.
- Demonstrated experience working towards measurable targets, such as income, donor/customer acquisition or conversion targets.
- Experience developing, coordinating or adapting campaign creative, propositions, content or digital assets for specific audiences and channels.
- Proven ability to interpret digital performance data and use insights to recommend campaign improvements.
- Strong organisational skills with the ability to manage competing deadlines, stakeholders and suppliers.
- Demonstrated attention to detail and commitment to quality assurance across digital campaign execution and administration.

Desirable Qualifications & Experience

- Experience working with media agencies executing paid digital marketing and advertising campaigns
- Previous experience creating assets with an online graphic design tool, such as Canva.

Personal Skills & Attributes

- Excellent verbal and written communication skills.
- Highly motivated, with an ability to complete tasks on time, with a strong attention to detail.
- Ability to effectively engage a wide range of key stakeholders.
- Strong organisational and project management skills.
- Adaptability, flexibility and problem-solving skills.
- Team player - open, collaborative and approachable.
- Commitment to diversity and inclusion

Our Values

- Collaborative
- Inclusive
- Ambitious
- Accountable

Additional Information

All staff are required to:

- Sign the A4U Code of Conduct and the Safeguarding Code of Conduct.
- Demonstrate an active and dedicated commitment to A4U's mission, vision and core values
- Work outside of normal business hours during an emergency situation.

Approved by:

Director of Fundraising