

Position description

Individual Giving Lead

Position title: Individual Giving Lead

One WEHI EA Classification: PSE 7

Division/Department: Fundraising & Philanthropy

Remuneration range:

Work location: Parkville / Elizabeth Street

Employment type: Full Time, Ongoing

Position reports to: Senior Manager, Individual Giving and Donor Growth

Positions reporting to this one: Nil

Position overview

The Individual Giving Lead plays a key role in driving growth in the Institute's mass donor base through the delivery and optimisation of integrated fundraising campaigns and donor journeys. Working across digital, annual giving, and regular giving channels, the role focuses on creating seamless and engaging experiences that attract, convert, and retain supporters. A core aspect of the position is strengthening donor relationships through well-designed communications and journeys that move individuals from first-time giving into sustained, long-term support.

The role ensures campaigns are insight-led and performance-focused, using data to continually refine targeting, messaging, and donor experience. It supports the development of a strong subscription-based regular giving program, alongside broader appeal activity including Giving Days and rapid response campaigns. A strong emphasis is placed on donor lifecycle management, ensuring timely and relevant engagement across key stages such as onboarding, conversion, and reactivation.

The Individual Giving Lead will balance creativity, analytical thinking, and operational discipline to deliver consistent revenue growth and improve donor value over time.

Bright minds, bold science

Imagine beginning each day motivated by curiosity and a desire to make a real difference.

At WEHI (Walter and Eliza Hall Institute of Medical Research), that's not just a possibility, it's our purpose. We're a team of scientists, clinicians, and professionals united by a single mission: the mastery of disease through discovery.

As one of Australia's most respected medical research institutes, we ask the hard questions to help solve some of the world's most complex health issues. We attract driven, passionate minds who thrive in a high-performance culture. The challenge is great, but the rewards are greater.

Our scientists are enabled by world-class facilities, cutting-edge tech and dedicated professionals, so they can focus on what they do best: science.

And great science starts with a great workplace. At WEHI, flexibility is a way of life. With hybrid working, flexible hours and lifestyle-friendly meeting times, we empower our people to do their best work. We also offer generous salary packaging, parental leave, purchased leave options and onsite childcare.

WEHI is embedded in the Melbourne Biomedical Precinct, facilitating collaborative connections and clinical co-appointment opportunities. This exciting precinct includes over 40 hospitals, research, teaching and biotechnology organisations, delivering outstanding patient care, research, discoveries and training.

Through our established diversity and inclusion programs, we champion initiatives to support gender balance on board committees, diverse leadership, and to embed inclusion in our learning and development programs.

When you join WEHI, you become part of a world-leading medical research community driven by purpose, supported by flexibility and empowered by inclusion.

Organisational objectives

Discovery and translation

To make discoveries that shape contemporary scientific thinking, increase understanding and improve prevention, diagnosis and treatment of cancer, immune disorders and infectious diseases.

Education and training

To educate and train world-class scientists and to attract, develop and retain an exceptional workforce.

Organisational culture

To provide a vibrant and inspiring organisational culture that encourages, promotes and rewards excellence, collaboration, innovation, creativity and respect.

Engagement

To engage with our stakeholders to improve outcomes, building support and securing resources for medical research.

Sustainability

To build infrastructure, professional services and funding that sustains our research and maximises the time our scientists can spend making discoveries.

Organisational values

- Contribution to society
- Integrity and respect
- Collaboration and teamwork
- Accountability
- Creativity
- Pursuit of excellence

Key responsibilities

Digital Fundraising

- Deliver and coordinate digital fundraising activity across email, website, and supporting online channels, ensuring alignment with annual giving and campaign priorities.
- Manage email fundraising programs, including campaign communications and automated donor journeys such as welcome, onboarding, conversion, retention, and reactivation flows.
- Maintain and optimise online donation journeys, including campaign landing pages and donation forms, to support clear, seamless, and effective donor conversion.
- Support digital campaign optimisation through testing and refinement of content, targeting, subject lines, and donation pathways to improve engagement and conversion outcomes.
- Implement audience segmentation and targeting within digital campaigns to ensure relevance and improved donor response across key supporter groups.
- Monitor and report on digital fundraising performance, including key engagement and conversion metrics, and contribute to ongoing improvements through a structured test-and-learn approach.

Mass-Market Giving

- Plan and deliver multi-channel fundraising campaigns and appeals.
- Execute Individual giving activity, including annual giving campaigns, broad-based appeals, MRI Giving Day, and rapid response campaigns.
- Work with internal teams to ensure strong creative messaging.

Regular Giving

- Deliver and optimise the regular giving program, supporting a strong subscription-style donor experience.
- Implement campaigns and journeys that drive conversion from single gifts to regular giving, effective onboarding of new regular donors, and ongoing engagement and retention.
- Support the delivery of subscriber communications, including welcome, impact, and renewal messaging.
- Monitor and report on regular giving performance, including retention and churn, and identify opportunities for improvement.

Donor Lifecycle Management

- Implement the mass donor lifecycle program across key stages: first-time donor journeys, second gift conversion, and lapsed donor reactivation.
- Deliver targeted communications to improve retention and upgrades.

Performance & Optimisation

- Track, interpret and report on campaign and digital performance.
- Support testing and continuous improvement across campaigns.
- Maintain accurate data and reporting in CRM systems

Key selection criteria

Personal qualities

- Highly organised and capable of managing multiple campaigns, deadlines, and competing priorities in a fast-paced environment.
- Detail-focused, with a commitment to accuracy and quality across campaign execution, content, and data.
- Collaborative and solutions-oriented, working effectively across marketing, digital, and data teams to deliver shared outcomes.
- Proactive and improvement-focused, with a mindset of testing, learning, and refining approaches to improve performance.

Knowledge and skills

- Tertiary qualification in Marketing, Communications, Fundraising, Business, or related field (or equivalent experience).
- Demonstrated experience delivering fundraising, direct marketing, or multi-channel campaign programs.
- Strong capability in digital fundraising, including email campaign delivery, website donation journeys, and optimisation of online conversion pathways to drive donor acquisition and revenue growth.
- Knowledge of donor lifecycle principles, including acquisition, onboarding, conversion, retention, and reactivation strategies.
- Experience with CRM systems and email marketing platforms used for campaign delivery and segmentation.
- Ability to develop and deliver regular giving or subscription-style fundraising programs, including acquisition and retention strategies.
- Experience interpreting campaign performance data and applying insights to improve outcomes.
- Strong communication skills, including the ability to develop clear, compelling donor-facing messaging and content.

A safe and sustainable workplace

WEHI is committed to developing a safe and sustainable workplace with rigorous risk, compliance and governance systems. As an employee you are expected to:

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- Comply with institute policies, plans and procedures.
- Take reasonable care of your own safety and the safety of others including using Personal Protective Equipment (PPE) and safety devices appropriately.
- Report all risks, hazards, incidents/injuries and near misses.
- Attend and complete training programs as documented in individual training needs matrices, within proposed time frame.
- To the extent of your role responsibilities and obligations, proactively contribute to a safe and sustainable workplace.

Diversity and Inclusion

At WEHI, we recognise that talent comes from all backgrounds. We celebrate diverse perspectives and foster an inclusive culture where bold ideas thrive.

Our team, made up of individuals from over 60 countries, strengthens our research and our workplace. We actively support career progression opportunities for underrepresented groups, ensuring everyone has an equal opportunity to succeed.

And we recognise the unique challenges faced by women in science and support their progression through:

- Striving for gender balance on board committees
- Onsite early learning centre
- Awards and fellowships
- Family and lactation rooms
- Meeting and travel support
- Equal gender representation at WEHI-sponsored symposiums

Our long-standing commitment to reconciliation, gender equality and LGBTQIA+ inclusion comes to life through institute and employee-led initiatives.

WEHI's dedicated and thriving employee-led groups include:

- WE-Pride LGBTQIA+ and ally network
- First Nations Staff and Students Network
- Disability and Neurodiversity Network
- Overseas Staff and Student Engagement Group
- Parents Group

Because when everyone belongs, bold ideas thrive.

Privacy notification

The collection and handling of declarations and personal information relevant to your employment will be consistent with the requirements of the Privacy Act 1988.