

Position Description

August 2026

Position Title	Philanthropy Manager
Position Type:	12 months Fixed-term Full or Part time (minimum 0.6 FTE)
Category	Senior Manager / Technical Expert
Stream	Philanthropy & Relationships
Location	Remote (AUS)
Guide	Philanthropy & Relationships Stream Leader
Direct Reports	N/A

Organisational overview

Animals Australia has earned a global reputation as a leader in strategic campaigning and advocacy, particularly on the issues of live export, factory farming and compassionate living.

Vision

A world where kindness, compassion and respect extend to all living beings.

Pathway

We illuminate the pathway to a kinder world for all.

Our Approach

Achieving our vision requires a profound shift in humanity’s thinking: how humanity perceives itself, its purpose, our relationship with each other, animals and the natural world, as well as the individual contribution we can make.

We understand that currently, inherited mindsets are primary influencers of human thinking, attitude and choices that result in separation, discrimination and animal suffering.

As a result, we will seek to:

Ignite an evolution of human thought that will heal the human-animal relationship

Evoke awe, reverence and respect for nature and our fellow species

Inspire and empower humanity to live from our highest potential and noblest instincts

Live our values and vision and embody the change we wish to see in the world

Position purpose and context

Stream

This stream is responsible for developing and growing our high value donor programs of Bequests and Major Gifts. We work closely with a core group of donors who have indicated their wishes to leave AA a bequest gift, or substantial financial gift. We uphold Animals Australia's meticulous standard of care and respect for our donors, and we understand and work with our unique approach to fundraising and campaign work. We continue to nurture authentic relationships with key supporters to secure future funding and create transformational philanthropic opportunities.

Position purpose

The Philanthropy Manager is responsible for leading the strategic growth and management of Animals Australia's major gifts program in a campaign-driven advocacy environment. This role will cultivate, steward and solicit gifts from major donors (\$10,000+), shape how Animals Australia's advocacy, investigations, and systemic change work is translated into compelling propositions for major donors and develop the strategic framework for pipeline management and fundraising capacity.

In the early stage of this role, a significant proportion of work will involve stewarding existing and prospective major donors, building relationships and maintaining engagement while the major gifts program framework is established. This includes working in an environment where campaign priorities may shift, requiring sound judgement to reframe funding opportunities, communicate proactively with donors, and provide clear direction to colleagues and stakeholders through shifts in campaign direction.

Working closely with the Philanthropy & Relationships Stream Leader, the Relationships Manager, and the Donor Development Manager. The Philanthropy Manager will bring senior-level expertise in major donor fundraising to shape, establish and lead a major gift strategy that reflects Animals Australia's unique advocacy model and donor centric approach.

As this role is focused on major donor fundraising, it does not lead bequests, grants, or donor events, though this role may contribute insight where these intersect with the major donor pipeline.

Key stakeholders

- Animals Australia team members and contractors
- Major donors and prospective major donors
- Guardian Circle members
- External organisations, philanthropic trusts, and foundations

Primary responsibilities

Major Donor Engagement & Stewardship

- Lead the cultivation, stewardship and management of a complex national portfolio of major donors (\$10,000+), exercising sound judgement on engagement priorities and ensuring communication is timely, personalised and reflects Animals Australia's values and relationship approach.
- Determine and oversee how major donors are engaged through planned fundraising activities including the Annual Report, Supporter Update and Christmas direct mail appeal, ensuring the approach reflects a coherent stewardship strategy.
- Set standards for and oversee all major donation acknowledgements, ensuring timeliness, accuracy and a high standard of personalised communication. Make direct asks – both in person and remotely – as part of a structured solicitation approach.
- Work cross-stream with the Donor Care, Retention and Engagement team to understand how donors move through existing pipelines, including Guardian Circle members, to inform major donor stewardship and pipeline decisions.

Prospect Research & Pipeline Development

- Consistently partner with colleagues, providing expert guidance on how major donors and prospective major donors are stewarded, managed, and moved through the pipeline.
- Manage donor cohort boundaries with the Relationships Manager, with priority stewardship responsibility sitting with the program the donor currently sits within. For this role, that means active major donors (\$10,000+) including those who also hold bequest status

- Lead and conduct prospect research across the existing Animals Australia donor base to identify and prioritise major donor opportunities

Strategy & Planning

- Develop and lead a major gift strategy adapted to Animals Australia's advocacy model and way of working to maximise growth and value.
- Establish the major gifts program framework, including program structure, donor thresholds, cultivation and solicitation principles, and how the program reflects Animals Australia's advocacy model and donor-centric approach
- Connect the major gifts strategy to broader organisational fundraising priorities, ensuring the program complements rather than competes with bequest, retention and acquisition efforts
- Translate the major gift strategy into an operational plan, ensuring activities are sequenced, resourced and aligned to program priorities and organisational planning
- Contribute senior expertise to developing annual revenue forecasting for the major gifts program as part of Animals Australia's investment planning process, drawing on expert knowledge of the donor portfolio and pipeline
- Define program success metrics and establish reporting rhythms that enable the organisation to track pipeline health, donor conversion and program performance
- Manage a designated activity budget (up to \$50K delegation).

Fundraising Communications

- Create compelling cases for support and fundraising proposals that articulate Animals Australia's advocacy impact to high-value donors. Write high-quality impact reports and stewardship communications for major donors taking accountability for strategic intent, accuracy and donor experience.
- Navigate a highly dynamic campaign environment where priorities can shift quickly, adapting messaging, repositioning cases for support, and responding to unplanned opportunities at short notice.

Collaboration & Process

- Partner closely with the Relationships Manager and the Donor Development Manager to drive an integrated approach to donor engagement
- Set and influence standards across the organisation that affect major donor and prospective major donor touchpoints, ensuring consistency and quality of experience.
- Ensure the integrity and currency of donor records, utilising CRM analytics and moves management principles to inform pipeline decisions and program strategy.

Role requirements

Attributes

Values

Demonstrated commitment to the vision, objectives, and values of Animals Australia. Our vision to create a kinder, more compassionate, and respectful world for all living beings is bold and ambitious. To achieve this vision, we need to inspire changed thinking about our relationship with animals on a global scale. It takes a learning mindset, courage, and resilience, and a willingness to embrace uncertainty to truly be creative and innovative.

Philanthropy & Fundraising Expertise

- Demonstrated senior-level capability (8-10 years) in major donor management, relationship management or philanthropy, with a track record of securing gifts of \$10,000+ and leading strategic donor programs.
- Demonstrated responsibility overseeing a major gifts program, including both strategic direction and practical oversight.
- Advanced CRM capability, with experience using data analysis, moves management and pipeline reporting to drive strategic decisions.

Communication and relationship capabilities

- Exceptional relationship management skills – evidence of cultivating and stewarding high-value donors over time.
- Strong written communication skills, including the ability to craft compelling fundraising proposals, cases for support and donor correspondence with a keen eye for detail.
- Ability to articulate organisational impact in terms of systemic change – policy wins, legislative reform, investigations and culture shifts – rather than direct service delivery.
- Able to initiate and lead sensitive or emotionally significant conversations with donors by phone, with care and sound judgement.

Values Alignment

- Genuine commitment to Animals Australia's vision and values, and to representing the organisation with integrity and care in relationships with major donors, philanthropic partners and colleagues. Demonstrated knowledge of Animals Australia's campaigns and core focus areas, or equivalent experience in animal welfare, environmental or advocacy sectors.

Flexible and adaptable

- Proven ability to manage competing priorities and adapt approach in a fluid and dynamic environment.
- Pragmatic. Reasonable. Open-minded – with a willingness to challenge your own thinking – to get the best outcomes for animals.
- Willingness and capacity to travel nationally for donor engagement.

Self-motivated, well organised and efficient

- Self-driven, with the initiative to identify and progress opportunities and the discipline to deliver outcomes with a high degree of autonomy.
- Proven ability to manage a complex, shifting workload across competing priorities, making sound judgements about where to focus time and effort to protect donor relationships and program strategy

Desirable

- Existing relationships with Australian philanthropic trusts and foundations.
- Bequest or planned giving program experience.
- Formal fundraising qualifications (FIA Diploma/Certificate, CFRE) or relevant postgraduate study.
- People leadership or mentoring experience.
- Grant writing experience specifically for trusts and foundations.
- Sound knowledge of the animal protection sector in Australia and globally.
- Experience in an advocacy, environmental or social justice organisation.
- Corporate partnerships experience.

Values Framework

Values

The way we work is as important as what we do. The Values Framework outlines the personal qualities and behaviours required to work effectively at Animals Australia.

Animals Australia values:

Integrity

We are considerate and act honestly and ethically at all times

Compassion

We seek to alleviate suffering by inspiring and modelling conscious, kind actions and choices

Courage

We willingly embrace challenges and seek opportunities to expose and address cruelty and injustice

Innovation

We explore and create dynamic new approaches and strategies to bring about change

Inclusivity

We understand that a kinder future depends on diverse and inclusive collaboration

Commitment

We are relentless, dedicated, agile and resourceful

Other relevant information

Animals Australia supports a work/life balance and encourages flexible work arrangements.

Agreement and acceptance

Individual name	
Individual signature	
Date	
Guide name	
Guide signature	
Date	

If you have any questions or for further information, please get in touch with People & Culture.