

Role Description:

Individual & Regular Giving Coordinator

Reports to	Fundraising Growth Manager
Employment Status	Full Time, Permanent employee
Working Hours	Standard business hours and reasonable additional hours as required by the role

Role Purpose

Working with the Fundraising Team and other Orange Sky staff, the Individual & Regular Giving Coordinator plays a key role in delivering Orange Sky's Individual & Regular Giving programs across Australia and New Zealand.

Working under the strategic direction of the Individual Giving Specialist and Fundraising Growth Manager, the role coordinates the implementation of multi-channel fundraising campaigns and supporter journeys across acquisition, appeals, Regular Giving and retention. With a strong focus on campaign execution, digital fundraising and supporter experience, the Coordinator helps turn fundraising strategies into high-quality supporter communications and experiences that drive engagement and sustainable revenue growth.

Role Relationships

You will develop close working relationships with internal and external stakeholders, including:

- Fundraising and Marketing Team and all other OSA HQ staff
- Donors and Sponsors
- External partners and agencies

Role Responsibilities

The Fundraising team is key to activating and amplifying Orange Sky Australia's campaigns and appeals to engage supporters, deepen their involvement and grow our impact. Our work drives both community connection and fundraising goals, particularly the growth of new supporters and regular givers through compelling, supporter-first fundraising experiences.

Under the strategic direction of the Individual Giving Specialist and Fundraising Growth Manager, the Individual & Regular Giving Coordinator will coordinate the implementation and day-to-day delivery of Orange Sky's Individual and Regular Giving activity to support supporter growth, retention and long-term revenue outcomes.

- **Coordinate the delivery of multi-channel fundraising activity** across Individual and Regular Giving, including acquisition, appeals, supporter engagement and retention.
- **Support the ongoing delivery and development of the Regular Giving program**, implementing agreed activity across acquisition, supporter journeys, engagement and retention.
- **Assist in the development and coordination of fundraising content and campaign assets** across relevant channels, working within agreed campaign strategies, messaging and brand frameworks.
- **Coordinate the implementation of fundraising activity and supporter experiences**, including relevant fundraising platforms, systems and campaign infrastructure.
- **Implement agreed supporter journeys and audience strategies**, working with relevant teams to coordinate data requirements, segmentation, testing and quality assurance.
- **Monitor and report on fundraising performance**, using campaign and supporter data to identify insights and opportunities for optimisation and continuous improvement.
- **Support the implementation of campaign testing, optimisation and innovation initiatives**, contributing learnings and recommendations to future activity.
- **Coordinate internal stakeholders, external agencies and suppliers** to support effective and timely campaign delivery.
- **Work collaboratively across Fundraising, Marketing and the wider organisation** to identify opportunities to improve campaign delivery, supporter experience and fundraising outcomes.

Key Skills and Experience

- Fundraising and Individual Giving experience, along with a drive and passion to make a difference in the lives of people in our community.
- Experience in digital fundraising, supporter acquisition or growing a supporter or customer base within the not-for-profit sector, or equivalent experience in revenue or subscriber growth would be highly regarded.
- A supporter-first mentality with the ability to turn campaign stories into meaningful value propositions.
- Demonstrated experience supporting, coordinating and implementing multi-channel campaigns from planning through to delivery.
- Experience using fundraising, digital or email platforms. An understanding of CRM systems, data integration and supporter journeys would be highly regarded.
- Demonstrated ability to manage competing demands and prioritise workflows.

- Experience and success implementing process management and overseeing project coordination.
- Exceptional verbal and written communication skills.
- Stakeholder management and the ability to collaborate with different teams and be flexible and responsive to a changing organisation that is growing and developing.
- Commitment, drive, and passion for our cause.
- Positive, pro-active, collaborative and creative.