

## Position Description

|                        |                                   |
|------------------------|-----------------------------------|
| <b>Title:</b>          | Fundraising Coordinator           |
| <b>Department:</b>     | Fundraising and Public Engagement |
| <b>Reporting To:</b>   | Senior Manager – Fundraising      |
| <b>Location:</b>       | Melbourne, Hybrid                 |
| <b>Position Type:</b>  | Full time                         |
| <b>Classification:</b> | CARE Band 4                       |

## About CARE Australia

CARE Australia (CA) supports women and girls around the globe to save lives, defeat poverty and achieve social justice. We work in partnership with local communities to provide equal opportunities for women and girls that they have long been denied: the ability to earn an income, gain access to their fair share of resources, to lead and participate in decisions that affect their lives, and to be able to withstand the increasing impacts of climate disasters and other crises.

CARE Australia is a member of the CARE International (CI) confederation. We strive for a world of hope, inclusion and social justice, where poverty has been overcome and people live in dignity and security.

## About the Department

CARE's Fundraising and Public Engagement (FPE) department is responsible for ensuring the organisation continuously grows a visible, engaging presence in the community, and that our profile is leveraged to garner financial and other support from the Australian public, philanthropic and private sectors.

There are three teams in the department:

- Fundraising and Marketing
- Communications including media; and
- Philanthropic and corporate partnerships

This role sits within the Fundraising and Marketing team which is responsible for:

- Designing and delivering high return on investment income generation, received from the Australian public in support of CARE's work and diversifying and growing unrestricted income.
- Building strong and enduring donor relationships with a customer centric team culture; and
- Brand management, leveraging CARE Confederation assets.

## About the Role

The Fundraising Coordinator plays a key role in supporting and delivering CARE Australia's Individual Giving fundraising program. Working across regular giving, appeals, donor care, acquisition, retention and supporter engagement, the role contributes to achieving income and supporter growth objectives.

The role coordinates and delivers day-to-day fundraising projects and activities within established plans and priorities. It is responsible for managing competing priorities, anticipating next steps, resolving routine issues and escalating matters where appropriate. Working with an appropriate level of autonomy, the position is accountable for maintaining momentum, meeting deadlines and delivering agreed outcomes.

Working closely with the Senior Manager, Fundraising, the Supporter Care Coordinator, the Integrated Campaigns Manager, and the Data, Digital and Communications teams, the Fundraising Coordinator contributes to the planning, development and delivery of fundraising campaigns and donor communications, ensuring activities are delivered on time, within budget and to a high standard.

All CARE staff demonstrate a commitment to the prevention of sexual harassment, exploitation and abuse and the protection of children in their work. All CA team members have a shared responsibility to immediately report any safeguarding concerns or incidents.

## Key Responsibilities

### Direct Marketing & Campaign Delivery

- With support from the Senior Manager and in collaboration with the Integrated Campaigns Manager, plan, develop and execute multi-channel fundraising campaigns, proactively managing timelines, actions, dependencies and deadlines to ensure activities are delivered on schedule and achieve agreed objectives.
- Develop and deliver donor communications and fundraising content across a range of channels, including direct mail appeals, email, SMS and supporter engagement activities. This includes gathering and coordinating inputs, content development, copywriting, proofreading, managing approvals and overseeing production to ensure communications are delivered on schedule, within budget and aligned with fundraising objectives.
- Develop creative briefs and coordinate the production of fundraising collateral and campaign assets, working closely with internal stakeholders and external suppliers.
- Coordinate day-to-day communication and follow-up with external agencies and suppliers across creative, copy, design fulfilment and implementation, escalating risks, issues or delays as appropriate.
- Support campaign budget management by maintaining accurate cost trackers and coordinating orders and invoices.

### Regular Giving

- Campaign Coordination: Support the delivery of regular giving acquisition, retention and upgrade campaigns across various channels, ensuring activities are delivered on time and to a high standard.
- Donor Communications: Develop and deliver donor communications and supporter journeys that strengthen engagement, improve retention and enhance the donor experience. This includes content development, copywriting, proofreading, managing approvals, and working with internal and external stakeholders.
- Program Support & Reporting: Maintain accurate campaign and donor data, monitor program performance and identify opportunities for follow-up and continuous improvement.
- Stakeholder & Supplier coordination: Build and maintain effective relationships with internal stakeholders and external suppliers, coordinating briefs, deliverables, timelines and communications to support successful campaign delivery.

### Collaboration & Team Support

- Work across the broader fundraising offering, including appeals, regular giving, donor care, retention and supporter engagement, contributing wherever support is most needed.
- Take ownership of agreed coordination and administrative tasks, maintain clear records, communicate progress and follow through without requiring close supervision.

## Key Selection Criteria

### Essential

- Highly developed organisational and project coordination skills, with the ability to manage multiple competing priorities, meet deadlines and deliver high-quality outcomes in a fast-paced environment.
- Excellent attention to detail, particularly in proofreading, data handling and quality-checking work before completion.
- Strong written and verbal communication skills, with the ability to provide clear updates and confidently follow up with internal and external stakeholders.
- Demonstrated ability to collaborate effectively across teams and with external partners, communicate progress and support shared outcomes in a fast-paced environment.
- Demonstrated initiative and problem-solving ability, with a willingness to take ownership, identify opportunities for improvement and proactively address challenges.
- An adaptable, flexible and solutions-focused approach, with a willingness to learn new skills, embrace change, try new things and confidently contribute wherever support is needed across a broad range of fundraising activities.

### Desirable

- Experience in Individual Giving, direct marketing, fundraising or a similar role, with an understanding of fundraising principles and/or experience working with donor communications and campaigns.
- Experience using a CRM or fundraising database (e.g. Salesforce, Raiser's Edge, ThankQ, or similar).
- Previous experience in the not-for-profit sector.

## Behavioural Competencies

For further information refer to the [CA Competencies](#)

**Communication** - Effectively and appropriately interacts with others to build relationships, influence others, and facilitate the sharing of ideas and information. Uses tact, diplomacy and cross-cultural sensitivity to navigate difficult situations. Relays key messages by creating a compelling story, targeted to specific audiences with a global lens.

**Relationship Building** - Develops internal and external trusting and professional relationships. Purposefully develops networks to build value through collaboration.

**Delivering Results** - Delivers quality results on organizational goals and constituent expectations through thoughtful planning, decision making and following appropriate processes.

**Inclusion** - Contributes to an environment in which all employees feel a sense of belonging, valued for their differences, and empowered to participate and contribute freely.

**Dynamic Learning Mindset** - Continuously seeks opportunities to learn, questions the applicability of past approaches in the current environment, owns growth, and embraces failure as a learning opportunity.

## **Personal Accountability**

- Compliance with CARE Australia values, code of conduct, policies and procedures and relevant government legislation and standards where relevant
- A commitment to CARE Australia Child Safeguarding in all aspects of the work we do
- Declare anything that you become aware of through the course of your engagement which may impede your suitability to work with children and/or young people to us
- An understanding of and commitment to gender equality
- Take reasonable care for your own health and safety, and health and safety of others (to the extent required) and promote a positive safety culture by contributing to health and safety consultation and communication
- Attend/complete mandatory training sessions (i.e. equal employment opportunity, health, and safety) and mandatory training specific to position

## **Further Requirements**

- Working with Children Check
- Police Check (International if required)

Approved by

Janan Greer  
Director of Fundraising and Public Engagement  
September 2026

Supporting women.  
Defeating poverty.



[care.org.au](https://care.org.au)

