

POSITION DESCRIPTION (PD) for the National Schools Fundraising & Engagement Manager (NSFEM)			
Position Title (Generic):	Manager	Position Title (Specific):	National Schools Fundraising & Engagement Manager
Reporting to:	Director of Community Engagement	Direct Reports:	Schools Engagement Coordinators for QLD, VIC/TAS, and NSW/ACT
Position Location:	Community Engagement	Position Code:	NSFEM-FT
Full Time Equivalent (FTE):	Full-time=1.0FTE	Date:	30/09/2026
Employment Type:	Permanent	Rem Code:	HI
Financial Authority:	☒ Authority level to: [] ☒ Credit card to monthly cap of \$3000.00	Rem Steps:	From: S29 To: S37
		Award	No Award - ACBC guidelines
About Catholic Mission	Catholic Mission (CM) is the Pope’s international mission agency in Australia. We partner with communities, helping them to flourish by supporting grassroots projects, including healthcare, education, and faith formation, and being an active voice for human rights.		
Purpose of Role	The National Schools Fundraising & Engagement Manager (NSFEM) leads the strategic development and national delivery of CM’s schools engagement program, including Socktober, Australia’s flagship schools campaign for World Mission Month. The role is responsible for shaping and implementing CM’s national schools strategy, strengthening engagement with Catholic education communities, and leading and equipping teams across Australia to deliver impactful school engagement and fundraising outcomes.		
	Working collaboratively across Community Engagement, Mission Formation, Communications, and Diocesan teams, the NSFEM drives the ongoing growth, effectiveness, and financial sustainability of Socktober and CM’s broader schools engagement initiatives. The role is accountable for improving participation, fundraising performance and the efficient use of organisational resources while ensuring that schools engagement remains grounded in meaningful Catholic mission formation. The role also provides leadership to schools engagement staff nationally and oversees selected diocesan schools portfolios during a transitional staffing period. <u>About Socktober</u> Socktober is CM’s national schools fundraising and engagement campaign for World Mission Month, engaging students and school communities across Australia in mission. Through fundraising activities, classroom resources, and formation opportunities, Socktober encourages students to take meaningful action in support of children and communities around the world while raising vital funds for CM’s international programs in areas including education, healthcare, and community development. The campaign aims to build long-term engagement with school communities by combining faith in action with impactful fundraising outcomes.		
Primary Duties & Key Performance Indicators (KPIs)			
Key Responsibility Areas – Expected End Results		Key Performance Indicators (KPIs) – Measures of Success	
1. National Schools Strategy, Growth & Sustainability		• Portfolio-wide participation, income, financial contribution and growth targets are established and monitored.	
Lead the development and implementation of CM’s national schools strategy, with responsibility for strengthening participation, fundraising performance, and long-term financial sustainability. Use financial, engagement and regional performance data to identify		• Performance is assessed by region, program, and activity, including the cost and return of fee-for-service workshops.	
		• Resources are prioritised according to mission impact, growth potential and financial performance.	
		• New revenue and engagement approaches are tested, evaluated and either scaled, refined or discontinued.	

opportunities, prioritise investment and recommend which initiatives should be expanded, redesigned, or discontinued.	• Clear recommendations on the future direction and sustainability of the schools portfolio are provided to leadership.
2. Socktober Leadership & Campaign Delivery Lead the national planning, growth, and delivery of Socktober, ensuring strong campaign execution, improved participant and fundraising performance, and alignment with CM's mission formation objectives.	• Campaign timelines and deliverables achieved within agreed budgets. • Gross income and net financial contribution meet agreed annual targets. • The number of new, retained, reactivated and actively fundraising schools increases. • Average income per participating school improves. • Regional performance and year-on-year movement are monitored and addressed. • Conversion of engaged schools into active fundraisers improves. • Campaign return on investment is measured and demonstrates progress toward the agreed sustainability target.
3. Strategic Partnerships & Sector Engagement Develop and maintain an active pipeline of strategic relationships across Catholic education networks and school systems, diocesan stakeholders, education partners, sporting organisations, ambassadors, sponsors, and other aligned partners to strengthen the reach, visibility, and long-term sustainability of CM's schools engagement initiatives.	• A qualified partnership and school-development pipeline is maintained, with opportunities for collaboration, sponsorship and engagement identified and progressed. • Partnerships result in measurable increases in participation, reach, fundraising income, or cost-effective delivery. • Priority Catholic education relationships are supported by clear engagement and growth plans. • CM maintains visible and credible representation within relevant education and sector forums.
4. National Team Leadership & Capability Development Lead, mentor, and support schools engagement staff nationally to deliver consistent, high-quality engagement outcomes aligned with CM's strategic priorities. Support diocesan teams and stakeholders to strengthen fundraising confidence, engagement planning, and implementation capability within school communities.	• Schools Engagement staff demonstrate strong understanding of campaign strategy, systems, and engagement approaches. • Staff are supported to achieve schools engagement and fundraising objectives within their regions, with particular attention to addressing regional performance variation. • National collaboration and consistency across schools engagement activities is strengthened. • Annual operational planning and performance review processes are completed effectively.
5. Compliance and Best Practice Comply with all applicable policies, guidelines, and procedures, both internal and external.	• All CM policies and code of conduct are always observed and adhered to. • The FIA Code Course is completed at induction, and updates are noted. • Industry best practice is observed and followed. • Breaches of policy or Code are identified and reported where appropriate, to eliminate or prevent the abuse of children and/or vulnerable people. • Safe work practices are observed in accordance with training and instruction given. • Risks/hazards are identified and reported where appropriate, to eliminate or prevent the risk recurring. • Consultative processes provided by Catholic Mission are engaged.

Challenges of the Position	
- Improving the financial sustainability of Socktober and the broader schools portfolio, including addressing significant performance variation across regions. - Balancing financial performance with the formation, education and relationship outcomes central to Catholic Mission's purpose when making recommendations about investment, program design and regional delivery. - Encouraging staff operating in a decentralised model to successfully outwork a national strategy and program. - Strengthening confidence and capability among schools and staff in online fundraising and fee-for-service workshops. - Balancing strategic leadership and program oversight with holding portfolios for Perth and Wagga Wagga. - Working additional hours and occasional interstate travel may be necessary and will accrue time in lieu.	
Skills and Attributes	
Experience	
- Demonstrated experience growing revenue, participation or commercial outcomes through fundraising, business development, partnerships or community campaigns. - Demonstrated experience setting and delivering against income, participation or growth targets. - Experience using financial and performance data to assess results, prioritise investment and improve program sustainability. - Experience developing and delivering campaigns, programs or partnerships from strategy through to evaluation. - Experience leading or influencing geographically dispersed teams. - Experience engaging with schools, education, youth or community sectors. - Experience facilitating faith-based formation or education in a faith-based setting is desirable. - Experience presenting to diverse audiences in public and professional settings. - Experience using fundraising, CRM or content-management systems is desirable.	
Skills	
- Strategic and commercially minded, with the ability to identify, test and implement opportunities for program growth and improvement. - Strong influencing, relationship building, and stakeholder engagement capability. - Ability to balance strategic leadership with operational delivery. - Strong understanding of sustainable fundraising, portfolio management and the relationship between income, investment, and net contribution. - Excellent project management skills across broad stakeholder groups. - A team player with highly developed collaborative skills. - Ability to analyse and solve problems. - Ability to work independently with sound time management and organisational skills. - Digital skills, including in content management systems. - Presentation, facilitation, and teaching skills. Comfortable presenting to groups of different sizes.	
Knowledge	
- Understanding of, and commitment to represent Catholic principles, values, and global mission. - Familiarity with the Catholic Education Sector in Australia desirable. - A tertiary qualification in a relevant discipline, e.g., Fundraising, Communications, Marketing, Business or Management. - Sound knowledge of community and peer-to-peer fundraising, supporter journeys, and relationship-led income generation. - Proficiency in Microsoft Office and confidence using CRM, digital fundraising, project management and content-management systems.	
Other	☒ All applicants must be eligible to work within Australia. ☒ A National Criminal History Check is required for this position. ☒ Ability to obtain a Working with Children Check in every state/territory is required for this position. ☒ This position requires occasional interstate travel. ☒ This position requires a driver's licence.

☒ Commitment to CM's agency requirements, including attendance at staff and management meetings; completion of all finance and operational reporting requirements as per CM's policies and/or line manager's directive, adherence to program, HR and Finance policies and procedures. ☒ You will receive a Mobile Phone Allowance of \$325pa. ☒ Capacity to work outside standard business hours.			
Key Stakeholders/Relationships			
Internal	• Director of Community Engagement • Schools Engagement Coordinators • Community Engagement (Fundraising) Team • Mission Formation Director and Team • Communications & Digital Team • Diocesan Directors	External	• Catholic school systems and education offices • Sporting and community partners • Sponsors and prospective partners • School principals and leaders • Religious Education leaders and teachers • Fundraisin account manager and support staff
PREPARED BY		REVIEWED BY	
Name	Adrienne Williams	Name	Sharon Messina
Position Title	Director of Community Engagement	Position Title	HR Director
Date	1/10/2026	Date	1 Oct 2026
AUTHORISATION			
Name	Peter Gates		
Position Title	National Director		
Date	1 Oct 2026		