

Position Description

Title:	Digital Growth & Performance Manager
Department:	Fundraising and Public Engagement
Reporting to:	Director of Fundraising and Public Engagement
Location:	Melbourne
Position Type:	Full-time, 12-month maximum-term contract
Classification:	CARE Band 5
Direct Reports:	One (Digital Fundraising Coordinator)

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 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 Division

CARE's Fundraising 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 four teams in the department:

1. Fundraising and Marketing
2. Communications including media; and
3. Philanthropic and corporate partnerships
4. Shared Enablement

About the Role

The Digital Growth & Performance Manager is responsible for leading CARE Australia's digital growth and optimisation functions to drive supporter acquisition, donor retention, digital fundraising performance and revenue growth.

The role is accountable for delivering measurable growth in supporter acquisition, donor retention, digital fundraising revenue and supporter lifetime value. It oversees digital marketing performance, conversion optimisation, marketing technology, website performance, supporter journeys, analytics and attribution, ensuring digital activity is evidence-based, effectively measured and continuously optimised.

The role has end to end accountability for the performance of CARE Australia's digital fundraising and acquisition ecosystem, ensuring investment decisions, digital activity and optimisation efforts deliver agreed growth targets and return on investment. The position manages external agency relationships, contributes to strategic planning, and supports the ongoing development of CARE Australia's digital fundraising capability. The role provides line management to the Digital Fundraising Coordinator and builds digital capability across the broader Fundraising and Public Engagement team.

Key Responsibilities

1. Digital Growth & Fundraising Performance

- Refine and implement CARE Australia's digital growth strategy to increase supporter acquisition, donor conversion, retention and lifetime value.
- Identify, test and scale opportunities to improve fundraising performance and revenue across digital channels.
- Monitor and optimise key performance metrics including donor acquisition, conversion rates, retention, return on investment and cost per acquisition.
- Achieve agreed digital fundraising, acquisition and retention targets and contributing to overall fundraising revenue objectives.
- Contribute to the achievement of CARE Australia's fundraising and public engagement objectives through evidence-based digital initiatives.

2. Digital Marketing & Audience Growth

- Facilitate the planning, execution and optimisation of digital marketing activity across paid and owned channels (except organic social media)
- Work with agency partners to develop and deliver audience acquisition, lead generation and fundraising campaigns.
- Oversee digital media performance, including audience targeting, channel optimisation and budget effectiveness.
- Identify emerging opportunities, technologies and digital trends that support supporter growth and fundraising outcomes.

3. Supporter Journeys, Conversion & Optimisation

- Drive and support the ongoing optimisation of supporter and donor journeys across CARE Australia's digital ecosystem.
- Identify and address barriers to conversion through testing, personalisation and user experience improvements.
- Develop and implement testing and optimisation frameworks to improve fundraising performance and supporter engagement.

- Ensure supporter experiences are aligned across channels and provide a seamless pathway from awareness to advocacy.

4. Data, Analytics & Attribution

- Oversee digital analytics, performance reporting and attribution frameworks to support data-informed decision making.
- Translate data and insights into actionable recommendations that improve supporter growth and fundraising outcomes.
- Monitor and report on campaign, channel and journey performance against agreed objectives and KPIs.
- Maintain a strong understanding of donor behaviour, audience trends and digital performance benchmarks.
- Work closely with CARE's data and technology teams to access, interpret and improve the quality and availability of supporter, donor and digital performance data, ensuring insights are reliable and can be translated into practical fundraising action.

5. Marketing Technology & Digital Platforms

- Provide strategic oversight of CARE Australia's fundraising and marketing technology ecosystem.
- Ensure digital platforms, systems and integrations support fundraising, engagement and reporting requirements.
- Drive continuous improvement of digital capability, processes and technology to maximise organisational effectiveness.
- Work closely with internal stakeholders including CARE's technology team and suppliers to ensure platforms remain fit for purpose, compliant and optimised.

6. Agency & Supplier Management

- Facilitate relationships with digital, media, technology and analytics partners.
- Establish clear performance expectations and monitor suppliers against agreed deliverables and outcomes.
- Ensure agency recommendations are aligned with organisational objectives, supporter needs and budget parameters.
- Support the transition of digital capability from external partners to sustainable internal capability over time.

7. People Leadership

- Provide leadership, coaching and direction to the Digital Fundraising Coordinator
- Foster a culture of continuous improvement, innovation, accountability and learning.
- Build digital capability across the Fundraising & Public Engagement team through knowledge sharing and collaboration.
- Contribute positively to CARE Australia's culture, values and ways of working.

Behavioural Competencies

Relationship Building

Develops trusting internal and external relationships and collaborates to achieve outcomes.

Delivering Results

Plans effectively, makes sound decisions and delivers quality outcomes.

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.

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.

Strategic Leadership & Execution

Thinks beyond the immediate situation, plans for the future and delivers against organisational priorities.

People Leadership

Inspires, motivates and develops others to achieve organisational goals.

Key Selection Criteria

Qualifications

Essential

Tertiary qualifications in Marketing, Digital Marketing, Business, Communications, Fundraising, Data Analytics or a related discipline; or an equivalent combination of relevant experience, training and professional development.

Desirable

Relevant industry certifications in digital marketing, analytics, media buying or marketing technology (e.g. Google Analytics, Google Ads, Meta, Salesforce or related platforms).

Project management or leadership qualifications.

Fundraising, customer experience or growth marketing qualifications.

Selection Criteria

Essential

- Demonstrated experience in digital performance marketing, growth marketing, digital fundraising or a related field, with responsibility for delivering measurable acquisition, conversion, retention and revenue outcomes.
- Proven ability to develop, implement and optimise digital growth, fundraising and marketing strategies using data, audience insights and performance metrics.

- Strong analytical and problem-solving skills, including experience using data, analytics and attribution insights to identify opportunities, optimise performance and support evidence-based decision making.
- Demonstrated experience planning, managing and optimising paid digital marketing activity and supporter, customer or donor journeys, including acquisition, conversion rate optimisation, user experience, testing and personalisation.
- Demonstrated experience working with marketing technology, digital platforms and analytics tools, including customer relationship management systems, marketing automation platforms, website content management systems and performance reporting tools.
- Proven ability to manage external agencies, suppliers and technology partners, and to communicate complex technical or performance insights effectively to a broad range of stakeholders.
- Demonstrated ability to lead, coach and support staff, contribute to a positive team culture, and build organisational capability while demonstrating a commitment to CARE Australia's values, gender equality and social justice.

Desirable

Experience in a not-for-profit, fundraising, membership, subscription or direct-to-consumer environment.

Experience with platforms such as Google Analytics 4, Google Tag Manager, Salesforce, MoEngage, WordPress and Meta Business Suite.

Experience implementing attribution, reporting or marketing technology improvements.

Understanding of donor acquisition, donor retention, supporter engagement and fundraising performance metrics.

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.
- 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

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

- Misconduct Disclosure Scheme

Approved by

Janan Greer, Director of Fundraising and Public Engagement

October 2026