

Position Description

Position title:	Campaigns & Retention Coordinator
Team:	Development & Communications
Reports to:	Head of Fundraising & Supporter Engagement
Job type:	Full-time, 2 year fixed term
Date:	September 2026

About the Alannah & Madeline Foundation

The Alannah & Madeline Foundation is a national not-for-profit organisation dedicated to keeping children and young people free from violence and trauma wherever they live, learn and play. Through our Care, Prevention and Advocacy programs, we fight for their right to be safe, so their future is strong,

The Foundation also supports Dolly's Dream, educating and empowering families and communities to prevent the devastating effects of bullying.

We have the highest commitment to child safety, and our Child Safe – Policy outlines our safe practices for children. Our organisation values are at the core of who we are. They guide the way we work every day, and everyone has a responsibility to promote and demonstrate our values: We are curious, We are kind, always. We lead with authenticity, We believe in the power of play and We take action.

Position in context

Reporting to the Head of Fundraising & Supporter Engagement, the Campaign & Retention Coordinator is a key member of the Development & Communications team.

This role is formally based in South Melbourne. We support our staff to work flexibly, both in location and hours, based on the premise that work will remain the focus of any arrangement. How and where you work is discussed with each staff member based on individual circumstances, role requirements and accountability for delivery of high-quality work.

The Campaigns & Retention Coordinator is responsible for the delivery of our major fundraising campaigns and supporter retention program, driving sustainable supporter growth across Cash Giving, Community and Regular Giving.

The role is accountable for delivering a data-led multi-channel campaigns across digital, telemarketing, direct mail, and emerging channels, continuously testing and optimising approaches to retain and upgrade supporters, grow income and build long-term supporter value.

Major job responsibilities

- Execute the Foundation's key supporter campaigns and supporter retention communications across Cash Giving, Community Giving and Regular Giving to help improve the long-term value of our overall fundraising program.

- End-to-end project management of our annual appeals and major fundraising campaigns, using data and performance insights to inform audience selection, creative development, testing and optimisation.
- Coordinate campaign delivery across multiple suppliers (digital, telemarketing and direct mail), ensuring campaigns are delivered accurately, on budget and to strict deadlines.
- Develop and implement effective supporter retention journeys for Cash and Regular Donors, including declines, upgrade, reactivation and cross-sell.
- Work closely with the Development team to develop and implement an effective mid-value engagement and upgrade pathways to philanthropy and Gifts in Wills.
- Build a strong testing pipeline across audiences, data, creative, channels and emerging fundraising approaches, using results and market insights to identify opportunities to improve performance.
- Work closely with the Database coordinator to monitor campaign performance and provide timely and accurate campaign reporting.
- Champion data quality and governance, ensuring that campaigns and retention activity, data and campaign collateral meet fundraising, privacy, legal and brand requirements and follow sector best practice.
- Work cross-functionally across the Development & Communications team to ensure our supporter experience is cohesive, aligned, and impactful.
- Keep abreast of market behaviour, trends and macro forces affecting the charity sector and fundraising landscape to anticipate potential opportunities and challenges, and recommend effective strategies to harness new opportunities and manage risks.
- Contribute positively to the Foundation's culture of "we are stronger together" through developing and maintaining collaborative relationships with colleagues.
- Work with People Leader to develop and successfully execute a personal work plan that is aligned with the strategic objectives of the Foundation to meet key deliverables.
- Occasionally work out-of-hours and travel interstate for Foundation events and campaigns and undertake out-of-hours social media monitoring on rostered days (as required).
- Other tasks as directed by the Head of Fundraising & Supporter Engagement, Director, Development & Communications, and Executive Leadership Team.

Knowledge, experience & requirements

- 3+ years of experience in direct response fundraising, supporter retention or P2P fundraising, with demonstrated digital, direct mail and telemarketing experience.
- Demonstrated experience in multi-channel campaign management and preparing high-quality briefs for the production team, with strong digital marketing skills and experience in developing effective retention communications.
- Proven project management experience, with the ability to manage competing priorities and deliver high-quality outputs to strict deadlines.
- Strong experience using data, audience and performance insights to drive strategy, campaign optimisation and decision-making.
- Innovative and solutions-focused, with a strong test-and-learn mindset.
- Excellent written, oral and interpersonal communication skills, a collaborative approach, with the ability to influence and work effectively across teams.
- Strong knowledge of and experience using a CRM (Raiser's Edge preferred)
- Ability to occasionally work out of hours and travel interstate for events and meetings, as required.



- A Working with Children Check and national police check
- Valid Australian driver's licence.