

Position Description

Position title:	Acquisition & Growth Manager
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 Acquisition & Growth Manager 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 Acquisition & Growth Manager is responsible for leading and continuously improving the Foundation's supporter acquisition program, driving sustainable acquisition and supporter growth across Cash Giving, Regular Giving, and the Raffle program.

The role is accountable for developing and delivering a high-performing, data-led multi-channel acquisition strategy across digital, telemarketing, direct mail, and emerging channels, continuously testing and optimising approaches to acquire new supporters, grow income and build long-term supporter value.

Major job responsibilities

- Lead the development and implementation of the Foundation's supporter acquisition program across Cash Giving, Regular Giving and the Raffle program to strengthen our supporter pipeline and improve the long-term value of our overall fundraising program.

- Drive strategy and end-to-end project management of acquisition campaigns, using data and performance insights to inform audience selection, channel strategy, creative development, testing and optimisation.
- Manage complex 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 onboarding and welcome journeys and upgrade/reactivation pathways for newly acquired supporters across Cash, Campaigns, and Regular Giving.
- Work closely with our raffle suppliers to optimise and continuously improve the Raffle program to achieve the budgeted net return and supporter growth targets.
- Grow the supporter pipeline and long-term value by identifying new audiences, channels and acquisition opportunities that grow the Foundation's supporter base and create pathways into Regular Giving, Mid-Value, 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 scale and improve performance.
- Manage acquisition budgets, expenditure, forecasting and Finance reporting, closely monitoring campaign performance and translating results into clear insights and recommendations to support decision-making and future investment.
- Champion data quality and governance, ensuring that acquisition 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

- 5+ years of experience in direct response fundraising or supporter acquisition, with strong digital, premium direct mail acquisition, and telemarketing experience.
- Demonstrated experience leading complex, multi-channel campaigns delivering against growth and performance targets.
- Proven project management experience, managing competing priorities and delivering high-quality outcomes to strict deadlines.
- Strong experience using data, audience and performance insights to drive strategy, campaign optimisation and decision-making.
- Demonstrated experience in budget management, forecasting and financial reporting, with strong commercial and numerical capability.
- 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.
- Significant experience in stakeholder management, briefing and managing workflow, and holding suppliers accountable to agreed deliverables and KPIs.
- 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.