



JOB DESCRIPTION FORM

POSITION DETAILS

POSITION TITLE	Fundraising and Engagement Lead
LOCATION	Carlisle
SERVICE/PROGRAM	Fundraising, Marketing and Enterprise
EMPLOYMENT STATUS	Part time 0.8FTE
AWARD/COLLECTIVE AGREEMENT	Social Community, Home Care and Disability Services Industry Award
CLASSIFICATION	SCHADS Award Level 5, Pay point 1-3

REPORTING RELATIONSHIPS

Position reports to: General Manager of Fundraising, Marketing and Enterprise

Positions reporting to this Position: N/A

PURPOSE

The Fundraising and Engagement Lead The role provides specialist advice and strategic input on fundraising, donor engagement, communications, partnerships and brand development, while maintaining responsibility for operational delivery.

Working with a high degree of autonomy, the role is responsible for developing and implementing supporter engagement strategies, strengthening donor and community relationships, growing awareness of Starick's work and contributing to sustainable fundraising outcomes.

The role acts as a key relationship manager for donors, supporters, partners and prospective funders, while providing advice and recommendations to leadership on engagement opportunities, communication approaches and stewardship activities.

ABOUT THE SERVICE

Starick is an innovative, client focused organisation working across the continuum of prevention, early intervention, crisis response and recovery to address the impacts of Family and Domestic Violence (FDV) and to create safer communities. Our services are based in the eastern metropolitan corridor of Perth and include:

- Crisis accommodation and support at Mary Smith and Starick House refuges.
- Lead agency for the eastern metropolitan corridor Refuge Service System Model (RSSM), providing a 24-hour emergency response for women and children escaping FDV and ensuring a coordinated response to women and children, particularly those at very high risk.
- Outreach Services including:
 - Domestic Violence Advocates based in police stations
 - Safe at Home

- Counselling
- Supported transitional housing
- Mobile Outreach
- Staff in GP clinics
- Specialist children's programs
- Prevention and community education through delivery of Respectful Relationships programs in schools and sport and recreation associations, and presentations to community and business groups about FDV and appropriate community responses.

Starick's operating frameworks are:

- Family and domestic violence informed
- Safe and Together
- Child-centred
- Trauma informed
- Response based
- Strengths based
- Culturally sensitive
- Client-focused

Starick is committed to ensuring a child-safe environment and work practices.

OUR VALUES

Passion

We are driven by a deep commitment to ending family and domestic violence and supporting those impacted by it. Our passion fuels advocacy, inspires resilience, and motivates us to go above and beyond to create safer futures for individuals and families.

Respect

We treat every person with dignity, compassion and empathy. We listen without judgement, honour individual experiences, and uphold the rights, choices and voices of those we support.

Diversity

We embrace and celebrate diversity in all its forms, including culture, identity, ability and lived experience. We are committed to inclusive, culturally safe and equitable services that recognise and respond to the unique needs of every individual and community.

Commitment

We are unwavering in our dedication to supporting victim-survivors and strengthening communities. We stand alongside those we serve, providing consistent, reliable and trauma-informed support through every stage of their journey.

Professionalism

We deliver services with expertise, care and accountability. We uphold high standards of practice, maintain confidentiality, and continuously build our capability to ensure safe, effective and evidence-informed support.

Integrity

We act with honesty, transparency and ethical responsibility in all that we do. We build trust through consistent actions, take accountability for our decisions, and always act in the best interests of those we support.

POSITION RESPONSIBILITIES

Fundraising, Philanthropy and Donor Engagement

- Lead the development and implementation of donor stewardship and supporter engagement activities.
- Build, maintain and grow relationships with donors, supporters, community groups, partners, corporate organisations and philanthropic stakeholders.
- Identify, assess and pursue opportunities to strengthen supporter engagement and fundraising outcomes.
- Manage donor acknowledgement, recognition and stewardship activities.
- Support the cultivation of prospective donors, philanthropic funders and strategic partners.
- Monitor donor engagement trends and recommend approaches to improve retention, participation and supporter experience.
- Contribute to fundraising initiatives including appeals, campaigns, events, partnerships and community fundraising activities.

Communications and Brand

- Lead the planning, development and delivery of Starick's communications across internal and external channels.
- Act as the custodian of the Starick brand, ensuring consistent, high-quality representation across all communications, campaigns, platforms, events and stakeholder interactions.
- Develop compelling, strengths-based content and stories that strengthen awareness, engagement, advocacy and fundraising outcomes.
- Manage Starick's internal communications channels, including the Hub and other staff communication platforms, to support organisational culture, connection and information sharing.
- Provide expert advice and guidance on messaging, communications and brand application across the organization.
- Protect and enhance Starick's reputation through professional judgement, effective communication and stakeholder engagement.

Website Content and Maintenance

- Take responsibility for maintaining accurate, current and engaging content across Starick's websites
- Plan and coordinate website content updates to support campaigns, fundraising activity, events, services and organisational priorities
- Create and maintain website pages, content and resources using the approved content management system
- Monitor website performance and user experience and implement appropriate content improvements
- Identify website improvement opportunities and coordinate technical enhancements with external providers where required

- Use available analytics and reporting tools to inform website content and engagement strategies

Digital Engagement and Marketing

- Lead Starick's digital engagement activities across social media, email marketing and website channels.
- Develop communication and engagement plans that support fundraising, service promotion and organisational priorities.
- Monitor performance and use insights to improve audience growth, engagement and communication effectiveness.
- Identify opportunities to strengthen Starick's digital presence and supporter journeys.

Stakeholder Relationships and Partnerships

- Represent Starick professionally with supporters, donors, community organisations, business partners and other stakeholders.
- Develop and maintain productive external relationships that contribute to organisational objectives.
- Support leadership engagement with significant donors, philanthropic organisations and strategic stakeholders.
- Identify and nurture opportunities for partnership development and supporter growth.

Systems, Reporting and Continuous Improvement

- Maintain oversight of donor and supporter systems, ensuring high-quality data, reporting and engagement practices.
- Analyse fundraising, communication and engagement data to support decision-making.
- Develop and improve processes, reporting frameworks and supporter engagement systems.
- Provide recommendations to leadership on opportunities, risks and priorities relating to fundraising, communications and supporter engagement.
- Contribute to organisational planning, reporting and continuous improvement activities.

Campaigns, Events and Engagement Initiatives

- Lead the planning and delivery of fundraising, engagement and awareness campaigns that support Starick's strategic and fundraising objectives.
- Develop communication, stewardship and engagement approaches that maximise the impact of campaigns and events.
- Identify opportunities to strengthen supporter relationships through events, campaigns and community engagement activities.
- Evaluate outcomes and use insights to inform future engagement and fundraising activities.

AI-enabled and Efficient Ways of Working

- Use approved AI-enabled tools to improve productivity, planning, communication and reporting.
- Apply professional judgement to ensure all outputs are accurate, appropriate, ethical and aligned with organisational requirements.

SELECTION CRITERIA

ESSENTIAL

- Demonstrated experience in marketing, communications, fundraising, donor engagement, community engagement or a related role, with responsibility for managing work independently and delivering agreed outcomes.
- Capacity to support occasional after-hours or weekend events by prior arrangement.
- Strong strategic and analytical thinking skills, with the ability to assess opportunities, prioritise effort and recommend approaches that support organisational goals.
- Demonstrated experience building, managing and maintaining professional relationships with stakeholders, clients, customers, supporters, partners or community members.
- Excellent written and verbal communication skills, with the ability to tailor messaging for different audiences and channels.
- Strong interpersonal skills, professional judgement and emotional intelligence, with the ability to represent Starick confidently and credibly with a broad range of stakeholders.
- Demonstrated ability to work autonomously, exercise initiative and deliver outcomes with limited supervision.
- Experience developing and implementing fundraising, engagement, communication or stakeholder relationship initiatives.
- Strong analytical and problem-solving skills, with the ability to assess opportunities, prioritise effort and make informed recommendations.
- Experience using CRM, donor management, marketing automation or similar systems to support relationship management and decision-making.
- Demonstrated ability to protect, strengthen and promote organisational reputation and brand through effective communications, stakeholder engagement and sound professional judgement.
- Strong organisational skills and the ability to manage multiple priorities, projects and deadlines.
- Confidence using digital technologies and AI-enabled tools to improve productivity, communication and planning while applying appropriate professional judgement.
- Commitment to strengths-based, inclusive and trauma-aware practice.
- Commitment to Starick's values and mission.

DESIRABLE

- Qualification in fundraising, communications, marketing, public relations, business or a related discipline.
- Experience in philanthropy, major donor engagement, trusts and foundations, corporate partnerships or relationship fundraising.
- Experience developing and implementing donor stewardship or supporter engagement strategies.
- Experience in the not-for-profit, community services, women's services or family and domestic violence sector.
- Experience with Little Green Light, Mailchimp or similar CRM and marketing platforms.
- Experience developing communication strategies, brand initiatives or audience engagement plans.
- Experience supporting executive-level stakeholder engagement, donor cultivation or partnership development.

DOCUMENTS REQUIRED

- Current Western Australian driver's license.
- National Police Certificate.
- Evidence of 'Right to Work' in Australia.
- Working with Children Check.

CERTIFICATION

The details contained in this document are an accurate statement of the responsibilities, competencies and other requirements of the position.