

Position Description

Position title:	Fundraising Specialist
Team:	Dolly's Dream
Reports to:	Fundraising Manager
Job type:	Full Time, Fixed-Term 2yrs
Date:	November 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 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 act with courage, We are stronger together, We are curious, We believe accountability matters and We act with empathy, always.

Position in context

Dolly's Dream was set up in memory of Dolly Everett, aged 14, who took her own life after an extended period of bullying and cyber bullying. Dolly left behind her parents Tick and Kate and her sister Meg, who are dedicated to helping prevent other families from going through the same devastating experience.

The Dolly's Dream Fundraising Specialist role is responsible for driving donor acquisition, income growth, conversion and supporter retention. The role combines fundraising strategy, direct marketing, direct response campaign delivery and data analysis across digital and offline channels, with a focus on individual giving, regular giving and major fundraising campaigns.

A core focus of the role is Do It For Dolly Day (DIFDD), our signature fundraising campaign, supporting fundraising activity across schools, workplaces, communities and the public through peer-to-peer fundraising, individual giving and integrated campaign activity. The role leverages DIFDD to drive donor acquisition and conversion into the broader appeal cycle, support post-campaign retention and contribute to income growth across Dolly's Dream fundraising activity.

This role is based in South Melbourne, with flexible work arrangements available for location and hours, tailored to individual circumstances, role requirements, and accountability for delivering high-quality outcomes.

Major job responsibilities

Direct Response Fundraising Strategy and Campaign Delivery

- Lead the planning, delivery and optimisation of data-led direct response fundraising campaigns across relevant digital and offline channels, driving acquisition, income, conversion and retention.
- Lead activity across relevant digital and direct response channels, including paid digital, email and SMS, direct mail, website and donation journeys, peer-to-peer and social, ensuring channels are integrated to support fundraising objectives.
- Lead digital fundraising delivery for the annual appeal cycle and donor care program, working with external suppliers where relevant.
- Develop supporter-focused fundraising propositions, case-for-support messaging and content that translate program impact into compelling reasons to give.
- Manage and optimise supporter journeys across acquisition, conversion, retention, upgrade and reactivation, using segmentation, relevant communications and channel optimisation.
- Support digital fundraising and direct response activity across the broader fundraising program, including Do It For Dolly Day, working with the Fundraising Manager and wider team to deliver agreed fundraising objectives and outcomes.

Data, Insight & Optimisation

- Develop and apply supporter segmentation, audience insight and behavioural data to inform fundraising strategy, propositions, creative, communications and channel selection.
- Lead test-and-learn activity, including A/B testing, funnel analysis and channel optimisation, to improve fundraising performance and supporter value.
- Use CRM, fundraising and digital platforms to develop audience insights, campaign reporting and optimisation recommendations, working with internal and external specialists where required.

Performance, Reporting & Investment Insight

- Monitor and analyse direct response fundraising performance, including acquisition, conversion, retention, ROI, donor value and lifetime value.
- Provide clear, actionable insights and recommendations to inform campaign optimisation, fundraising strategy and future investment.
- Ensure appropriate campaign tracking, attribution, reporting and dashboards are in place across relevant channels and platforms.

Collaboration & Integration

- Work collaboratively across Dolly's Dream teams and the broader Foundation to shape and align strategic fundraising activity, ensuring fundraising priorities are integrated with broader organisational objectives, supporter strategy and campaign activity.
- Ensure appeals, donor care campaigns and DIFDD fundraising activity are aligned with Dolly's Dream's purpose, programs, impact and fundraising propositions.
- Collaborate with agencies and suppliers to deliver and optimise direct response fundraising campaigns, providing clear briefs, fundraising objectives, data requirements and performance expectations.

Knowledge, experience & requirements

Qualifications

- Tertiary qualifications in fundraising, marketing, communications, or a related discipline, or equivalent transferable experience.

Experience

- 3–5 years' experience in direct response fundraising, direct marketing, digital fundraising, CRM marketing or a related role, with demonstrated experience using data and audience insight to deliver measurable acquisition, conversion, retention or income outcomes.
- Experience in not-for-profit fundraising, direct response, direct marketing, CRM marketing or a related environment.
- Experience using fundraising and digital engagement platforms to support segmentation, campaign delivery, reporting and optimisation.
- Experience with FundRazr and/or Raiser's Edge is desirable.
- Experience designing and delivering data-led direct response or fundraising campaigns that use audience insight, compelling propositions and measurable performance outcomes to drive acquisition, conversion or retention.

Skills

- Strong working knowledge of direct response and digital marketing channels, including email, SMS, paid media, direct mail and peer-to-peer fundraising platforms.
- Strong data analysis and optimisation skills, including segmentation, A/B testing, conversion optimisation, campaign performance analysis and reporting.
- Ability to develop and translate fundraising propositions, supporter messaging and content into compelling direct response communications.
- Strong project management, collaboration, and communication skills.
- Proven ability to manage multiple priorities and collaborate across teams.
- Confident using CRM, fundraising, analytics and digital platforms, with the ability to learn and adapt quickly to new systems and tools. Attention to detail, accuracy, and ability to work strategically and proactively.

Other

- Knowledge of SEO/SEM, organic social, and video content in a marketing or fundraising context is desirable.
- Experience in Australian non-profit fundraising and multi-channel engagement (schools, workplaces, communities) is desirable.
- Experience delivering large-scale fundraising or direct response campaigns, ideally in a not-for-profit environment, is desirable.
- A current driver's licence with a willingness and ability to use own vehicle (appropriate reimbursement of expenses provided).
- A commitment to work outside standard office hours for key events, including interstate when required.
- A Working with Children Check and police check.