

POSITION DESCRIPTION

POSITION:	Fundraising Manager
REPORTS TO:	Head of Marketing and Communications
DIRECT REPORTS:	Nil
BLUE KNOT VALUES:	<p>We lead with hope</p> <p>With empathy, compassion and understanding, we advocate for and support people to heal and recover from complex trauma</p> <p>We uphold integrity</p> <p>As individuals and teams, we are accountable, transparent and inclusive; always delivering quality and excellence.</p> <p>We drive change</p> <p>As innovative thought leaders, we build trauma-informed communities to transform the lives of people affected by complex trauma</p>

About the Role

The Fundraising Manager is responsible for building and leading Blue Knot's fundraising to grow sustainable, diversified income to advance Blue Knot's purpose to empower complex trauma survivors to recover.

As Fundraising Manager, you will lead the fundraising functional strategy, development, delivery and optimisation of multi-channel fundraising, including appeals and campaigns, major and individual giving, bequests and other fundraising opportunities in line with our organisational strategy. The role will strengthen Blue Knot's donor proposition, growing and diversifying the supporter base, building long-term donor relationships and stewardship, and developing supporter journeys that increase engagement, retention and lifetime value.

You will also help develop corporate fundraising and partnership opportunities, working collaboratively with organisational leaders where broader strategic or commercial partnerships are involved.

Combining strategic fundraising expertise with strong relationship-building skills

and a commercial mindset, the role is also expected to be hands-on in establishing and growing Blue Knot's fundraising capability. This includes using donor insights, data, segmentation, testing and performance analysis to continuously improve fundraising effectiveness and return on investment.

All fundraising activity will be undertaken in a way which is safe, ethical, trauma-informed and aligned with Blue Knot's values and strategic priorities. Particular care must be given to how the experiences of people affected by complex trauma are represented in fundraising narratives and communications. The role works closely with the Head of Marketing and Communications to ensure fundraising communications are compelling, consistent with Blue Knot's brand and voice, and aligned with organisational values and strategic priorities.

RESPONSIBILITIES

The below is an outline, but non-exhaustive list, of responsibilities.

Fundraising strategy and growth:

- Plan, develop and then implement Blue Knot's fundraising strategy and annual plan with clear income targets, priorities, investment requirements and measures of success.
- Grow and diversify sustainable fundraising income across individual giving, mid-level and major donors, bequests and other identified fundraising opportunities.
- Develop strategies to acquire new donors, retain and grow existing supporters, re-engage lapsed donors and increase donor lifetime value.
- Build and manage a strong pipeline of prospective donors and identify appropriate corporate fundraising and partnership opportunities.
- Manage fundraising budgets, forecasts and performance against agreed revenue and return-on-investment targets.

Campaigns and Donor Engagement:

- Develop and execute integrated fundraising campaigns across, digital, email, social media, SMS and multimedia channels.
- Create fundraising content, including written copy, graphics, and videos, ensuring that messaging resonates with target audiences and maintains a consistent brand voice.
- Develop compelling fundraising propositions, donor narratives and campaign content in collaboration with Head of Marketing and Communications.

- Cultivate relationships with mid-level and major donors through tailored engagement, communications, events and other stewardship activities.
- Manage bequest program including SafeWill campaigns and relationship.
- Monitor and analyse fundraising campaign performance, using insights to improve acquisition, retention, donor experience and revenue outcomes.
- Collaborate with internal teams and external partners on fundraising projects and assist with grant research and submissions as required.
- Grow donor lifetime value through strategic donor experience – onboarding, engagement, conversion, upgrade and reactivation journeys.

Partnerships and Collaboration:

- Identify, cultivate and develop corporate fundraising, workplace giving, sponsorship and other partnership opportunities.
- Work closely with the Head of Marketing and Communications, internal teams, external partners, agency, and partners to promote Blue Knot's offering.
- Manage donor, fundraising partnerships and relationships, ensuring their ongoing support for Blue Knot's initiatives.
- Engage internal teams including grants coordinator around relevant philanthropic grant and revenue-development opportunities and Executive to gather insights and ensure alignment between fundraising efforts and organisational objectives.

Fundraising Operations and Reporting:

- Oversee donor administration and ensure accurate and timely donation processing, receipting, acknowledgements and donor correspondence.
- Maintain accurate donor data, segmentation, campaign attribution and fundraising records within the CRM.
- Monitor, analyse, and report on the effectiveness of each fundraising initiative, providing insights and recommendations for improvement.
- Use insights to assess the effectiveness of fundraising campaigns and adjust strategies accordingly.
- Provide regular reporting on fundraising income, pipeline, donor performance, campaign effectiveness and return on investment.
- Ensure fundraising activities comply with relevant regulatory, privacy and financial requirements and are ethical, safe, trauma-informed and aligned with Blue Knot's values.

Team Collaboration and Leadership:

Work with internal stakeholders to ensure that fundraising, donor and partnership initiatives can be delivered and align with Blue Knot's overall strategic goals.

Quality, Safety and Governance

- Ensure all communications comply with Blue Knot's quality, safety, clinical governance, privacy and risk management frameworks.
- Uphold trauma-informed, culturally safe, inclusive and accessible communication practices and compliance with all internal policies and Code of Conduct.
- Ensure appropriate documentation, approvals, record-keeping and risk escalation processes are maintained.
- Contribute to continuous improvement of systems, workflows and governance in line with best practice and organisational learning.
- Operate within agreed authority pathways, including safety checks, brand and messaging review, production, and executive release approval.

Qualifications & Experience

1. Qualifications

- Substantial experience as a hands-on relationship fundraiser, with demonstrated fundraising operations establishment and growth results across appeals, regular giving, bequests and corporate partnerships.
- Professional accreditation, membership or active participation in the Fundraising Institute Australia (FIA) or similar professional networks is highly regarded.
- Relevant tertiary qualification in fundraising, marketing, communications, business or a related discipline, or equivalent professional experience is desirable.

2. Skills & Experience

- Demonstrated experience in fundraising, donor development or a related revenue-generation role, ideally within the not-for-profit, health, community or purpose-led sector.
- Strong donor and stakeholder relationship management skills.
- Highly developed interpersonal, organisational and project management skills, with the ability to manage competing priorities and meet deadlines as

a trusted contributor.

- Strong analytical capability and the ability to apply insights to improve outcomes.
- A strategic, self-motivated and collaborative approach, with strong attention to detail, customer focus and organisational lens.
- Skilled in stakeholder engagement, time management, and collaborative work across teams.
- Demonstrated experience driving, delivering and optimising multichannel end to end fundraising campaigns, with year-on-year growth.
- Strong project management skills with the ability to manage competing priorities and deadlines.
- Experience using fundraising and campaign platforms, such as FundRazr, Raiser's Edge or similar systems.
- Working knowledge of PFRA codes and Australian fundraising legislation, industry codes and contemporary fundraising practices.
- Demonstrated experience in the use of fundraising, CRM and campaign analytics systems and the ability to apply data and insights to support decision making (e.g. Salesforce, Raiser's Edge) along with and campaign analytics tools (e.g. Google Analytics 4, Meta Ads Manager)

PROFESSIONAL ATTRIBUTES

- Consistently acts with integrity, with the ability to stay professional and calm when navigating confronting information or behaviours, and in times of competing priorities.
- Blue Knot is a trauma-informed organisation, and it is important that behaviours, attitudes and approaches of all employees are consistently underpinned by the organisation's values, Code of Conduct and trauma-informed principles.
- A willingness to work flexibly in line with the needs of the role and the organisation.

Availability

- Full time across Monday to Friday, with reasonable additional hours from time to time as may be required to fulfil role responsibilities.
- Our organisation works remotely; therefore, this arrangement is currently home based with a requirement to attend meetings and workshops at other

locations as required. The employer reserves the right to change the location to suit organisational needs.

OTHER REQUIREMENTS

- It is a requirement that all BKF employees have a valid and current national police check/criminal History Check for the duration of their employment.
- The role holder is required to maintain a valid and current Working with Children/Vulnerable Persons clearance for the duration of employment.
- A safe and WH&S compliant home office space with access to a reliable internet connection speed tier of NBN50/20 (or better).

Job Demands Checklist

Job Title

Fundraising Manager

Purpose

This checklist outlines the inherent requirements and key demands of the above job role.

This document will be required to be reviewed by candidates at time of commencing recruitment.

The [Candidate Completion Section](#) is to be completed by the applicable candidate at time of offer to confirm awareness of the role demands and to clarify any reasonable adjustments that may be required to support fulfillment.

This information is not used to exclude candidates, but to support transparency and safety. It will be considered alongside reasonable adjustment obligations.

It may also be used to provide information about the position to a health professional for the purpose of conducting a pre-employment medical, or to support a return-to-work program following a workplace incident, injury, or other relevant governance protocol.

Candidate Instruction

Please review the frequency of the role demands below (do not amend).

1. Physical & Ergonomic Demands (Remote Work Context)

Task	Rarely	Occasional	Frequent	Constant
Percentage performed per day (average)	(1–5%)	(6–33%)	(34–66%)	(67–100%)
Prolonged sitting/standing (sedentary work)	☐	☐	☐	✓
Screen-based work (computer use)	☐	☐	☐	✓

Task	Rarely	Occasional	Frequent	Constant
Percentage performed per day (average)	(1–5%)	(6–33%)	(34–66%)	(67–100%)
Repetitive hand/wrist movements (typing, mouse)	☐	☐	☐	✓
Use of headset / phone / video equipment	☐	☐	✓	☐
Maintaining correct ergonomic posture (desk, chair, screen setup, etc.)	☐	☐	☐	✓

2. Sensory & Cognitive Demands

Task	Rarely	Occasional	Frequent	Constant
Percentage performed per day (average)	(1–5%)	(6–33%)	(34–66%)	(67–100%)
Visual concentration (screen reading, documentation)	☐	☐	☐	✓
Hearing (phone, video, online communication)	☐	☐	✓	☐
Speaking (phone, video, online communication)	☐	☐	✓	☐
Sustained concentration / attention	☐	☐	☐	✓
Multitasking / task switching	☐	☐	✓	☐
Processing complex or sensitive information	☐	☐	✓	☐

Task	Rarely	Occasional	Frequent	Constant
Percentage performed per day (average)	(1–5%)	(6–33%)	(34–66%)	(67–100%)
Decision-making under time pressure	☐	✓	☐	☐

3. Psychosocial Demands

Task	Rarely	Occasional	Frequent	Constant
Percentage performed per day (average)	(1–5%)	(6–33%)	(34–66%)	(67–100%)
Exposure to distressed people (e.g. crisis, grief, trauma impacts audio/video)	✓	☐	☐	☐
Exposure to traumatic, distressing or emotionally challenging content (hearing, reading or viewing)	☐	✓	☐	☐
Managing risk situations with persons that may demonstrate unpredictable behaviours.	☐	✓	☐	☐
Emotional labour (supporting others while regulating own emotional responses)	✓	☐	☐	☐

4. Remote Work Demands

Task	Rarely	Occasional	Frequent	Constant
Percentage performed per day (average)	(1–5%)	(6–33%)	(34–66%)	(67–100%)
Working remotely without immediate in-person support (virtual)	☐	☐	☐	✓
Limited informal peer interaction	☐	☐	☐	✓
Debriefing, supervision and escalation pathways delivered virtually	☐	☐	☐	✓
Managing boundaries between work and home	☐	☐	☐	✓
Debriefing access after critical incidents is prioritised over noncritical incidents	☐	☐	☐	✓

5. Work Environment (Home-Based)

Task	Rarely	Occasional	Frequent	Constant
Percentage performed per day (average)	(1–5%)	(6–33%)	(34–66%)	(67–100%)
Maintaining privacy and confidentiality	☐	☐	☐	✓
WH&S safe & ergonomically compliant workspace setup (lighting, space, desk, chair, etc.)	☐	☐	☐	✓
Use of multiple digital systems/platforms	☐	☐	☐	✓

Reliance on stable internet and connectivity	☐	☐	☐	✓
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7. Supports, Supervision & Safety Measures Provided

Control Area	Yes	No
Ergonomic self-assessment	✓	☐
Supervision provided (clinical roles)	☐	✓
Remote team and 1:1 manager meeting cadence	✓	☐
Access to debriefing / critical incident support (clinical roles)	☐	✓
Escalation pathways for core risk situations notified	✓	☐
Access to wellbeing supports (EAP or equivalent)	✓	☐

Candidate Completion Section

1. Reasonable Adjustments

Do you require any adjustments to safely fulfil the inherent requirements of this role?

☐ No	☐ Yes (please specify below)
	Empty space for specifying adjustments

2. Acknowledgement

Privacy

Information collected will be handled in accordance with privacy legislation and HR governance responsibilities.

Candidate statement: I have reviewed the inherent requirements of the role and understand the key demands and the terms of this document. My signature below is my acknowledgement of this, and that I have listed any reasonable adjustments that would enable me to undertake the role.

Candidate Name:

Candidate Signature:

Signature Date: