Position Description
Community Fundraising Lead (NSW)

This position description outlines the role purpose, key responsibilities, values and skills required to successfully perform in your role.

Status: Permanent, Full time	**Location:** New South Wales – Newcastle
Reports to: National Community Fundraising Manager (NSW)	**Key relationships:** • Major Events & Community Fundraising team • Corporate Partnerships team • Marketing team

Purpose of the role:
Based in Newcastle, the purpose of this role is to support and grow Camp Quality's established and highly engaged local fundraising community, which includes signature events such as Motocyc, the Long Lunch and Newcastle Golf Day.

Building on these strong foundations, the role will also drive the growth of community fundraising across New South Wales by identifying and developing new fundraising opportunities, strengthening community relationships and increasing participation, engagement and revenue.

Working closely with the National Community Fundraising Manager, the role will strengthen existing fundraising activities and develop new initiatives to deliver sustainable revenue growth and impact.

Qualifications and training
Preferred:
- Tertiary qualifications in fundraising, event management, marketing, communications, business or a related discipline.
- Completion of Fundraising Institute of Australia (FIA) fundraising / compliance related courses, or similar.

Experience and knowledge
Desirable:
- 3 + years of experience in community fundraising, business development, relationship management or community engagement.

- Demonstrated success in developing new fundraising opportunities, building networks, generating leads, growing participation and achieving revenue targets.
- Experience building and maintaining strong relationships with community groups, schools, clubs, businesses and other stakeholders.
- Experience developing and delivering community fundraising initiatives, campaigns and supporter-led events.
- Prior involvement in supporter journey planning, fundraising campaigns, and collateral creation.
- Experience using CRM systems, fundraising platforms and supporter databases. Funraisin and Salesforce experience an advantage.
- Experience gained within a not-for-profit organisation.

Other requirements for this role:

- Excellent interpersonal and relationship-building skills, with the confidence to proactively engage, influence and motivate a diverse range of community stakeholders.
- Ability to manage external supporters and fundraising committees expectations, whilst achieving best outcome for supporters and Camp Quality.
- Strong communication skills (written and verbal), including the ability to represent Camp Quality professionally within the community.
- Exceptional project management and organisational skills, with the ability to manage competing priorities, meet deadlines and coordinate multiple activities.
- Willingness to adhere to Camp Quality's WHS plans, policies and procedures.
- Current unrestricted Australian driver's licence.
- Some out-of-hours and weekend work will be required.
- Interstate and intrastate travel will be required.
- Current Working With Children Check.
- Other duties as required from time to time.

Role responsibilities

Determining what success looks like for this role will be expressed in Key Performance Indicators – 'KPIs'. KPIs will be developed with the incumbent, upon commencement in the role and reviewed with the manager on a regular basis.

KEY AREAS OF RESPONSIBILITY
Community Fundraising & Growth • Manage agreed community fundraising activities and priorities across Newcastle and New South Wales with a degree of autonomy, working closely with the National Community Fundraising Manager to identify opportunities, coordinate activities and deliver outcomes. • Establish and grow networks with local businesses, community groups, schools, sporting clubs, professional associations and other potential fundraising supporters.

KEY AREAS OF RESPONSIBILITY

- Build and maintain a strong pipeline of prospective fundraisers and community-led initiatives, converting opportunities into active fundraising support.
- Develop and implement initiatives to expand community fundraising participation, including opportunities to grow existing campaigns and introduce new fundraising activities.
- Demonstrate initiative and accountability in achieving agreed fundraising revenue, participation and supporter acquisition targets.
- Support the National Community Fundraising Manager and wider team in the development and delivery of community fundraising initiatives across other states, as required.

Major Events

- Support the Head of Major Events and Community Fundraising in the development and successful delivery of signature Camp Quality fundraising events Motocyc (NSW) and Convoy Newcastle.
- Maximise fundraising outcomes by supporting participant journey planning, fundraising campaigns and collateral creation.
- Utilise fundraising tools and platforms such as Funraisin and Salesforce to engage supporters and participants in a meaningful data driven approach
- Assist with the coordination of all sponsors, committee, internal & external stakeholders associated with assigned activities.
- Maintain relationships in the local corporate sector, attracting increased corporate engagement to Camp Quality events and community fundraising activities.

Supporter engagement and stewardship

- Build and maintain strong relationships with existing community fundraisers, encouraging repeat participation and long-term support.
- Provide practical guidance, resources and fundraising advice to help individuals and groups maximise their fundraising outcomes.
- Coordinate supporter recognition and stewardship activities, ensuring fundraisers feel valued and connected to Camp Quality's purpose.
- Use supporter feedback and insights to improve the fundraising experience and strengthen retention.

Marketing and Event Activation

- Work with the National Community Fundraising Manager and wider Major Events and Community Fundraising team to plan and deliver community fundraising events and initiatives.

KEY AREAS OF RESPONSIBILITY
• Drive local activation of Camp Quality's fundraising campaigns across New South Wales, identifying opportunities to increase participation and revenue. • Collaborate with the Marketing team to coordinate fundraising communications, promotional materials and supporter engagement activities. • Represent Camp Quality at community events and networking opportunities to raise awareness and promote fundraising participation. • Engage community ambassadors, volunteers and local advocates to extend Camp Quality's reach and impact.
Relationship Management & Collaboration • Work collaboratively with the National Community Fundraising Manager and wider Major Events and Community Fundraising team, contributing to program planning, sharing insights and supporting broader fundraising priorities. • Collaborate with the Corporate Partnerships team to identify and refer potential corporate partnership and sponsorship opportunities. • Maintain accurate supporter records, fundraising activity and pipeline information within relevant CRM and fundraising systems. • Contribute positively to the broader Revenue and Marketing division, including participation in relevant planning, reporting and review processes.

Expectations for every Camp Quality employee

- Uphold the Camp Quality Values and culture through conduct that aligns with Camp Quality's Values and Behavioral Statements
- Has read, understands and complies with key Safeguarding Children & Young People (SCYP) policies
- The ability to report any incidents of discrimination (including racism) as outlined in Camp Quality's Code of Conduct.
- Complies with SCYP monitoring and reporting requirements
- Will successfully complete SCYP training, ensuring ongoing compliance
- Takes reasonable care for the health and safety of themselves and others
- Understands and complies with the CQ Safety Culture & Safety Management Systems
- Reports hazards and incidents and participates in risk management practices, as required

Skills required for success

Skill Groups	Application to Role
Communication	The ability to effectively communicate to meet the needs of the role and objectives of the organisation.

Skill Groups	Application to Role
Collaboration	The ability to develop, maintain and strengthen partnerships with others inside or outside the organisation who can provide information, assistance, and support.
Teamwork	Seeking to understand and building on differing perspectives of others to enhance team efficiency and quality outcomes.

Our Organisational Values

At Camp Quality, we are passionate about our work and the real-life benefits we create for our families, employees, volunteers and communities. Every day we strive to make life better and create a positive impact on our environment.

We have five values that express our shared understanding of what we believe, how we aim to behave and what we aspire to be as an organisation.

	VALUES IN ACTION FOR MY ROLE
Optimism Spreading positivity, hope and enthusiasm in the way we interact with others	• Demonstrates and role models optimism and positive energy • Demonstrates resilience against challenges and obstacles • Influences outcomes positively
Integrity Encouraging trust through personal leadership	• Models and demonstrates high standards of trust, openness and respect for others • Provides a high level of advice & support and honours commitments and promises to stakeholders • Is productive, diligent, conscientious and timely in work performance
Celebrating Life Approaching Life as an adventure	• Performs work responsibilities wholeheartedly, with energy and commitment • Demonstrates motivation to complete challenges and tasks • Contributes to acknowledging positive performance & effort of others
Accountability Accepting responsibility for actions and results	• Accepts responsibility for actions and results for area of expertise • Takes ownership of performance standards and mistakes • Manages emotions effectively with work volume and recovers quickly from setbacks

	VALUES IN ACTION FOR MY ROLE
Excellence Seeking greatness in all that we do	• Values and inspires the highest quality of service in all relationships • Maintains attention to detail to achieve high level of performance • Demonstrates efficiency and quality in own work to grow the business • Focuses on high performance results above expectation