



<b>POSITION TITLE:</b>	Fundraising Specialist
<b>DEPARTMENT:</b>	Public Engagement
<b>DATE:</b>	September 2025
<b>REPORTS TO:</b>	Head of Fundraising & Marketing
<b>FTE:</b>	Fulltime
<b>LOCATION:</b>	Richmond, Melbourne (Hybrid)

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### **CBM AUSTRALIA**

CBM Australia is Christian international development organisation with a focus on disability. We have more than 115 years' experience developing proven community-based programs that help millions of people with disabilities benefit from real and lasting change. We work alongside people with disabilities living in the world's poorest places to fight poverty and exclusion and transform lives.

### **ORGANISATIONAL VISION**

An inclusive world in which all people with disabilities enjoy their human rights and achieve their full potential.

### **ORGANISATIONAL MISSION**

CBM is fighting to end the cycle of poverty and disability.

### **GROUP/DEPARTMENTAL OBJECTIVE**

Inspire action by telling CBM's compelling story of transformative change in the lives of people with disabilities. Deliver increased funds through a strengthened portfolio of income sources.

### **TRAVEL**

Interstate travel required.

### **SAFEGUARDING OF CHILDREN AND VULNERABLE ADULTS**

CBMA is committed to the protection and safety of all children and vulnerable adults that come into contact with our organisation and programs. All staff are required to understand and comply with CBM Australia's Safeguarding Policy and Prevention of Sexual Exploitation, Abuse and Harassment Policy, Code of Conduct and Safeguarding Behaviour Statement.

### **RESPONSIBLE FOR**

This role is primarily focused on delivering fundraising outcomes through retention strategies and donor/supporter engagement. You will manage and implement multi-channel fundraising campaigns to retain existing CBM supporters to help transform the lives of people living in poverty with disabilities. Deliver fundraising results in line with the overall Public Engagement Department plans.

### **REPORTS TO**

Head of Fundraising & Marketing

### **SUPERVISES**

This position works with some degree of autonomy, working to approved plans and strategies in close collaboration with the Head of Fundraising & Marketing.



The Fundraising Specialist will work collaboratively with teams in the Public Engagement Department, ensuring direct marketing activities meet organisational branding and messaging requirements. Working with the Supporter Relationships Team and Data & Insights will be essential in connecting with donors through the contact centre and data analysis.

### **MAIN ACTIVITIES**

- Develop from concept to implementation a suite of integrated fundraising campaigns to retain CBM Australia supporters.
- Manage the production and implementation of CBMs suite of retention publications including impact reports.
- Assist in the design and delivery of welcome journeys, ensuring strong initial engagement and alignment with long-term retention strategies.
- Plan and implement online and offline supporter events to engage CBMs predominantly Christian supporter base to compliment retention strategies.
- Lead MC and speaker relationships, ensuring briefs, plans and expectations are delivered.
- Travel interstate to each event, managing bump in, bump out and key external relationships.
- Rigorous review of events including measuring supporter satisfaction and documenting feedback for continuous improvement.
- Implement marketing initiatives to promote CBMs Luke 14 disability inclusion program.
- Lead and engage volunteers and spokespeople to support the program design of Luke14.
- Monitor and report on agreed budgets and spend on all retention activity.

### **KEY SKILLS/QUALITIES**

- A minimum of 3 years fundraising experience.
- Marketing, Communication degree or equivalent (desirable).
- Excellent understanding and execution of fundraising and direct marketing principles.
- Demonstrated ability to design and deliver donor engagement experiences that build loyalty and deepen relationships.
- Results oriented with superior planning and organisational skills and capabilities with exceptional attention to detail.
- Demonstrated relationship management skills with a variety of internal and external stakeholders.
- Able to effectively manage time and resources to see projects through to completion including debriefs and learnings to adjust future strategies to maximise impact.
- Ability to critically analyse donor data and segmentation to inform campaign strategies.
- Excellent communications skills – verbal and written.
- Demonstrated ability to work autonomously and as part of a team.
- Commitment to and ability to demonstrate and display CBM Australia's values and behaviours.



- Enthusiasm for the mission of CBM Australia and alignment/comfort with being part of a faith-based organisation.

**INTERNAL CONTACTS**

Head of Fundraising & Marketing, Direct Marketing Manager, Contact Centre Lead, Head of Digital Marketing, Digital Marketing Specialist, External Agencies and key staff across Public Engagement.

**EXTERNAL CONTACTS**

Creative agencies, copy writers, designers, mail houses and event venues.