



POSITION TITLE:	Fundraising & Marketing Coordinator
DEPARTMENT:	Public Engagement
DATE:	July 2025
REPORTS TO:	Head of Fundraising & Marketing
FTE:	1
LOCATION:	Richmond, Melbourne (Hybrid)

CBM AUSTRALIA

CBM Australia is a 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

A more diverse and growing number of individual Australians and organisations are inspired to join with us in advancing the rights of people with disabilities in the poorest communities.

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.

- This role requires CBMA representation when visiting the field (internationally and domestic)
- This role has contact with children when visiting the field and requires a current Working with Children Check.

RESPONSIBLE FOR

The Fundraising & Marketing Coordinator works to support the Fundraising & Marketing function in the Public Engagement (PE) Department and to deliver effective end-to-end communication and marketing collateral across all channels. The role also coordinates the global resource collection database, which includes tagging, usage authorisation, sharing and uncovering relevant case studies/resources. The position also coordinates the production of the annual report and provides some digital design (emails) and supports the implementation and monitoring of supporter journeys. The position is also responsible for coordinating the production of the annual report, producing digital communications as per campaign lead instructions (emails and web pages), and supporting the implementation and monitoring of supporter journeys.

REPORTS TO

Head of Fundraising & Marketing

LEVEL OF DIRECTION OR SUPERVISION

As a member of the Fundraising & Marketing team within the PE Department this position works with some autonomy to undertake day-to-day activities. This position reports to the Head of Fundraising and Marketing working closely with the Fundraising and Marketing team for specific pieces of work and projects, this role will be directed by the project activity lead or relevant manager/director as required by the project.

SUPERVISES

NA.

MAIN ACTIVITIES

1. Fundraising & Marketing Support.

- Support the end-to-end delivery of Direct Marketing Activity.
- Assist in project timeline development and attend weekly WIP meetings with our creative agency partner.
- Support the end-to-end delivery of Acquisition Activity.
- Coordinate the production of the Annual Report and other CBM publications as required.
- Source suppliers and seek competitive quotes for marketing pieces.
- Ensure quotes and invoices align and are accurately inputted into our finance systems.
- Support and coordinate external agency evaluation and recruitment.
- Manage stock levels of ongoing collateral needs.
- Support Fundraising & Marketing Teams input into CRM (Phoenix).
- Support PE-wide collaboration boards to assist workflow, ideation, and timely delivery.

2. Digital Marketing Support.

- Document appeal email and landing page needs for the Fundraising & Marketing team.
- Develop strong production processes.
- Build FAM campaign and Appeal emails and landing pages as required.

3. Database and resources coordination, and archiving.

- Coordinate and collate external/internal collateral/resources.
- Act as the focal point for resource provision from the CBM Database, other archives, and End the Cycle.
- Train users on the use of the Global Resource Database (Asset Bank).

4. Coordinate supporter lifecycle journey collateral.

- Coordinate the design and development and stakeholder management of supporter lifecycle journey collateral across all Public Engagement supporter journeys.
- Coordinate production, stock levels and budget management of supporter pathway collateral.

5. Active Member of the Public Engagement Department and CBM.

- Participate positively and proactively in PE, FAM and Experience teams.
- Look for opportunities to increase innovation, effectiveness and impact for CBM.
- Manage successful relationships with internal/external stakeholders.
- Demonstrate and display CBMs values.

6. Administration.

- Perform general weekly Ad Hoc administrative duties.
- Generate and maintain reports using CRM data.
- Oversee the fulfilment of general correspondence.

SPECIFIC OUTCOMES REQUIRED

- Marketing, fundraising and communication processes are efficient and effective, accurately documented and socialised, and evaluated and reviewed to agreed timelines, including PIRs.
- End-to-end design/production is effective and reviewed for efficiency and collaboration.
- Supporter journeys are implemented, monitored and reviewed to assist in retention, multiple engagement and depth of supporter loyalty.
- Production of communication, fundraising and marketing collateral (internally created and commissioned) is handled efficiently to it meets briefs, budgets and deadlines, and that it integrates seamlessly with end-to-end internal processes and external journeys.
- Successful publishing (online and offline) to meet briefs, budgets and deadlines, and that it integrates seamlessly with end-to-end internal processes and external journeys.
- Processes and production ensure compliance with EDMF, ACFID, FIA, CBM Brand and Disability Inclusion. Creation of master documents and reviews are undertaken as required.
- Stock is managed effectively without waste.
- Communication and Fundraising Resources, including CBM media database, are coordinated for accuracy, EDMF and ACFID compliance, and assistance is provided to uncover assets.
- Tasks are managed to agreed timelines and outcomes; assisting to meet PE's overall strategies, sustainability targets and objectives. Collaborate with team members in delivery of agreed outcomes.
- Strong process, compliance, administration and growth mindset.
- Creativity and curiosity ensure strong input to roadmaps, processes and activities.
- Effective team and department use of CRM (Phoenix).

KEY SKILLS/QUALITIES

- Marketing & Communications qualification or relevant experience required.
- Ability to work to deadlines and coordinate multiple stakeholders to deliver agreed outcomes to time and budget.
- Professional, can-do approach particularly when acting on behalf of CBM with suppliers, including effective negotiation to ensure good stewardship of CBM's resources.



- Must be thorough and highly organised with high attention to detail and a desire for accuracy and compliance.
- Highly proficient in Microsoft Products. Adobe Creative Suite, Video/film editing, HTML and Web CMS, and CRM experience is preferable.
- An understanding and experience in design, printing and mail-house procedures is desirable.
- Demonstrated ability to work autonomously and as part of a team.
- Excellent interpersonal skills.
- A determination to contribute to the growth and development of CBM.
- Enthusiasm for the mission of CBM Australia and alignment/comfort with being part of a faith-based organisation.

INTERNAL CONTACTS

Head of Fundraising and Marketing, Direct Marketing Manager, Direct Marketing Specialist, Digital Specialist, Email Marketing Specialist, Volunteer Coordinator and all PE teams, including volunteers.