



POSITION TITLE: Acquisition & Growth Manager
DEPARTMENT: Fundraising and Engagement
DATE: February 2026
REPORTS TO: The Head of Fundraising, Insights and Growth
FTE: Full Time
LOCATION: Richmond, Melbourne (Hybrid)

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

Engage and mobilise the Australian public including CBM supporters through powerful storytelling, relationship building and partnerships with the sector, government and the community to generate vital income, support and action for our mission.

TRAVEL

This role may require occasional domestic travel to support program delivery, agency partnerships, and field visits. Interstate travel may be required from time to time.

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.

POSITION SUMMARY

This role provides strategic leadership of CBM Australia's donor acquisition and reactivation function, driving sustainable growth of the active supporter base through the development of multi-channel acquisition strategy, investment allocation, and channel portfolio management. With accountability for new donor acquisition targets, cost-per-acquisition performance, and acquisition budget, the role sets strategic direction and leads campaign execution. The role manages external agency partnerships at a strategic level, owns the acquisition innovation pipeline, and ensures newly acquired donors are effectively integrated into the broader supporter lifecycle.



RESPONSIBLE FOR

This role is responsible for acquisition and reactivation strategy, new donor revenue targets, acquisition budget and investment allocation, external agency performance, and innovation and channel testing across CBM Australia's fundraising function. The role provides strategic direction and people leadership to the Fundraising Specialist — Acquisition & Reactivation, manages senior agency relationships, and collaborates across the Fundraising, Data & Insights, and Supporter Engagement functions to ensure acquisition activity aligns with organisational priorities and the supporter lifecycle.

REPORTS TO

The Head of Fundraising, Insights and Growth

SUPERVISES

Fundraising Specialist — Acquisition & Reactivation

This position operates as a senior functional manager, working to approved plans and strategies in close collaboration with the Head of FIG. The Acquisition & Growth Manager provides strategic direction, coaching, and performance management to the Fundraising Specialist — Acquisition & Reactivation, who leads day-to-day campaign execution, agency liaison, list broker coordination, and campaign briefing processes with Marketing and Communications. The role works collaboratively with teams across the Fundraising & Engagement Department, ensuring acquisition activities align with broader campaigns, brand standards, and communications.

MAIN ACTIVITIES

- Lead the development and growth of CBM Australia's acquisition and reactivation strategy, with accountability for new donor revenue targets, cost-per-acquisition performance, and active donor base growth
- Set strategic direction for multi-channel acquisition activity across direct mail, digital, telemarketing, and emerging platforms, ensuring investment is allocated to highest-performing and highest-potential channels
- Develop the annual acquisition investment case and budget, including channel allocation, ROI projections, and scenario planning
- Define audience targeting frameworks and prospect strategies in collaboration with Data & Insights Lead, including segmentation models, prospect profiling, and propensity modelling
- Set the strategic framework for reactivation campaigns targeting lapsed donors, defining audience priorities, channel mix, and investment parameters; ensure reactivated donors are transitioned into retention programs
- Own the acquisition innovation pipeline — identify, test, and evaluate new channels, technologies, and conversion tactics through structured testing programs, building an evidence base for investment decisions
- Set strategic direction for prospect list management, including list broker selection, lead generation strategies, and data append programs
- Manage external agency relationships at a strategic level, including agency selection, performance frameworks, and contract accountability;



the Fundraising Specialist manages day-to-day agency liaison and production coordination

- Provide strategic direction, coaching, and performance management to the Fundraising Specialist — Acquisition & Reactivation, ensuring effective delegation of campaign execution, briefing processes, and agency coordination
- Monitor acquisition performance at a portfolio level to ensure quality, providing insights, competitive intelligence, and strategic recommendations to the Head of FIG
- Partner with the Fundraising Manager, Regular Giving Lead, and Supporter Engagement Manager to ensure acquisition activity aligns with the broader supporter lifecycle, including welcome journeys, regular giving conversion pathways, and telemarketing programs
- Ensure compliance with regulatory standards, ethical fundraising principles, privacy legislation, and CBM Australia's values

KEY SKILLS/QUALITIES

- A minimum of 3 years' experience in donor acquisition, direct marketing, or supporter growth roles within a fundraising environment, with a proven track record of strategic planning and new donor growth
- Experience developing acquisition strategies and making investment allocation decisions across multiple channels
- Strong understanding of acquisition economics including cost-per-acquisition, conversion funnels, lifetime value projections, and ROI analysis
- Experience in lapsed donor reactivation and win-back strategy
- Experience managing external agency relationships at a strategic level, including performance frameworks and accountability measures
- Demonstrated ability to build and manage a testing and innovation pipeline for channel development
- Strong analytical skills and data-informed decision-making, including experience interpreting campaign analytics and translating insights into strategic recommendations
- Experience in budget development and financial management, including investment case preparation and ROI reporting
- Demonstrated ability to collaborate across teams and influence stakeholders at all levels
- Results oriented with strong planning, organisational skills, and attention to detail
- Excellent communication skills — verbal and written
- Demonstrated ability to work autonomously and as part of a team
- Fundraising or NFP sector experience (essential)
- Multi-channel fundraising, acquisition, and direct marketing experience
- Digital marketing and campaign management experience
- CRM platform experience, e.g. Blackbaud, Salesforce
- Fundraising, Marketing, Business, or related qualification (desirable)
- People leadership or team coordination experience (desirable)
- Data analytics or insights experience (desirable)
- Professional certification in regulatory compliance such as ACFID, ACNC (desirable)



- 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, Insights & Growth, Fundraising Manager – Retention & Lifecycle, Regular Giving Lead, Data & Insights Lead, Data & CRM Analyst, Fundraising Specialist – Acquisition & Reactivation, Fundraising Specialist – Retention & Events, Supporter Engagement Manager, Marketing and Communications team, and key staff across Fundraising & Engagement.

EXTERNAL CONTACTS

Creative agencies, telemarketing agencies, digital marketing agencies, direct mail partners, list brokers, data enhancement providers, and media buying agencies.