

POSITION DESCRIPTION

Position Title	Fundraising Growth Coordinator
Time Commitment	Full time (1.0 FTE), 12 month fixed-term contract
Award Classification	SCHADS 4
Location	Level 4, 333 Queen St Melbourne. Hybrid WFH and office

ABOUT THE ORGANISATION

IWDA is an Australia based organisation, resourcing diverse women's rights organisations, primarily in Asia and the Pacific, and contributing to global feminist movements to advance our vision of gender equality for all.

VISION Gender equality for all

PURPOSE To defend and advance the rights of diverse women and girls

VALUES Feminist, Accountable, Collaborative, Transformative

STRATEGIC GOALS 2025:

1. Resource and contribute to a resilient and vibrant feminist movement, primarily in the areas of freedom from violence and power, leadership and civic space
2. Promote systemic change towards gender equality for all
3. Build a resilient and relevant feminist organisation

We resource the work of diverse women's rights organisations, enable them to be more effective by providing support that goes beyond money, and we make our own contributions to feminist movements through advocacy, knowledge creation and translation.

As part of this contribution, we take actions to decolonise our approach to feminism and development. We want to become the best we can be at the partnerships across the Majority and Minority worlds. This means we seek to understand and leverage our locational power so that we know when to:

STEP UP and use our power to leverage resources and access for women's rights organisations, and make our own contribution to feminist movements

STAND WITH feminist movements in solidarity and amplify the work of global south actors

STEP BACK when others are better placed to take the lead

SIT WITH uncertainty, embrace communal learning and deep listening, and accept that time is needed to collectively discern the best course of action.

Our [Strategic Plan 2025](#) outlines a third way between the models of women's funds and international development NGOs.

International Women's Development Agency (IWDA) has an EO exemption (H69/2022) and requests applications from women only (cis or trans).

IWDA welcomes people with different skills and life experiences, and encourages women from culturally and linguistically diverse backgrounds, women with disabilities and First Nations women to apply. Preference will be given to applicants who have experience in, or strong community ties to, one of the countries in which IWDA supports partners.

Any offer of employment will require a National Police Check and endorsement of IWDA's Safeguarding Code of Conduct. All applicants must be legally entitled to live and work in Australia.

POSITION SUMMARY

Reporting to the Senior Fundraising Manager and working closely with the Resource Growth & Communications team, the Fundraising Growth Coordinator is responsible for driving growth across two key fundraising streams: individual donor acquisition and mid-value donor engagement.

The Fundraising Growth Coordinator will develop and deliver an integrated acquisition and onboarding program across multiple channels—including digital, direct mail, and telemarketing—to attract and convert new donors into committed supporters. Equally, the role will design and execute a tailored mid-value donor program, building relationships through segmented engagement strategies, personalised communications, and strategic stewardship initiatives.

With a strong focus on campaign performance and donor experience, the Fundraising Growth Coordinator will collaborate with internal teams and external partners to implement data-driven strategies that maximise donor lifetime value and contribute to IWDA's 3-year fundraising plan with a focus on untied income growth.

KEY RELATIONSHIPS

Reports to:	Senior Fundraising Manager
Internal:	Director, Resource Growth & Communications; Fundraising team; Relationships Team, Communications Team; Partnerships Team; People, Finance & Operations team, Knowledge Translation & Equality Insights team; volunteers and interns
External:	Donors, supporters and prospects, general public, third-party consultants and suppliers, external platform and system support teams
Direct reports:	None

KEY RESPONSIBILITIES

Donor Acquisition and Onboarding

- Develop and execute lead generation donor acquisition strategies across digital, direct mail, paid advertising and telemarketing to grow IWDA's donor base.
- Design and manage digital-first supporter journeys that optimise conversion from lead to donor, with tailored onboarding communications and engagement.
- Collaborate with external suppliers, including creative agencies and telemarketing partners, to deliver campaigns on time and within budget.
- Use insights and data analysis to test, refine, and improve donor acquisition and onboarding strategies to increase long-term ROI and retention.

Mid-Value Donor Program Support

- Develop and implement a strategic mid-value donor program aimed at increasing engagement, long-term ROI, and retention.
- Deliver mid-value donor segmentation and engagement plans that include tailored impact communications and journeys, bespoke engagement opportunities, and meaningful stewardship to strengthen donor connection.
- Identify and cultivate mid-value donors with the potential to transition into major giving, drawing from campaign and data analysis, industry trends and benchmarks, and personalised engagement strategies.
- Monitor program performance, report on KPIs, and identify opportunities for growth and refinement.

Campaign Strategy and Implementation

- Plan and coordinate high-impact fundraising campaigns that respond to strategic priorities and current events, maximising urgency and relevance.

- Work closely with the Research, Policy & Advocacy and Communications teams to develop rapid-response campaigns that engage supporters in real-time through social media, eDMs, SMS, and paid advertising
- Lead cross-channel campaign execution with strong project management and an eye for creative and social optimisation.
- At all times maintain fundraising best practice and legal and regulatory compliance, including those mandated by law, and by government and regulatory bodies such as the FIA, ACFID, ACNC, and state fundraising authorities.

Performance Monitoring and Innovation

- Monitor KPIs and campaign analytics to identify trends and opportunities to maximise campaign performance through testing, innovation and continuous improvement
- Drive innovation through A/B testing, new or expanded platform integration, and improved supporter experiences.

As with all employees, the role holder will also contribute to IWDA organisational processes as appropriate to their seniority in the organisation. These include: monitoring, evaluation and learning; budgeting, planning and reporting, and organisational culture building, including improving organisational drivers of diversity and inclusion and the continual work towards becoming an anti-racist organisation.

SELECTION CRITERIA

Technical Experience	Behavioural Capabilities
<p>Essential:</p> <ol style="list-style-type: none"> 1. Proven experience in delivering donor acquisition campaigns across multiple channels (digital, direct mail, telemarketing) with measurable growth outcomes. 2. Demonstrated success in developing and managing mid-value or similar donor programs, including segmentation, engagement strategies, and stewardship. 3. Strong understanding of supporter journeys and donor lifecycle, with the ability to tailor experiences for different giving segments. 4. Proficiency in CRM systems (preferably Salesforce) and fundraising platforms, with experience using data to drive segmentation, targeting, and campaign optimisation. 5. Knowledge of digital fundraising strategies, tools, and analytics, including social media, email, paid advertising, and landing page conversion. 6. Ability to work cross-functionally across departments to integrate fundraising into broader campaigns. 7. Strong project management and organisational skills, with the ability to manage multiple campaigns and meet deadlines. <p>Desirable:</p> <ol style="list-style-type: none"> 1. Broad knowledge of fundraising trends and benchmarks, particularly in mid-value, lead generation and conversion strategies 2. Tertiary qualifications in fundraising or marketing with associated sector and technology expertise 3. Experience using data analytics and reporting tools to evaluate campaign performance and inform campaign strategy and donor pipeline development. 	<ul style="list-style-type: none"> • Self-awareness • Being inclusive & power aware • Practising collective care • Being courageous • Achieving outcomes and progress, not perfection • Being empathetic • Building trusting relationships • Being curious • Learning, unlearning & adapting

GENERAL CONDITIONS

All IWDA staff and volunteers are required to:

- Support and demonstrate IWDA's Values and Behavioural Capabilities
- Act at all times in accordance with IWDA's Code of Conduct and Policies
- Comply with IWDA's Occupational, Health, Safety & Wellbeing Policy and practices
- Act at all times in accordance with IWDA's Safeguarding Code of Conduct and Policies
- Undertake police check prior to commencement and every two years thereafter

TRAVEL REQUIREMENTS

No travel requirements for this role.