

ROLE PURPOSE

Role Title: Acquisition Coordinator - Single Giving

Division: Public Affairs

Location: Sydney

Date: July 2026

Employment type: Full-time (Option to part-time with proven experience)

Reports to: Acquisition Specialist - Single Giving

Number of direct reports: 0

Leadership Band: Lead-self

Purpose of the role:

The Single Giving Coordinator plays a key role in supporting the delivery and optimisation of The Foundation's single giving acquisition program. Reporting to the Acquisition Specialist – Single Giving, this role coordinates the end-to-end execution of donor acquisition campaigns across direct mail, unaddressed mail, press inserts and emerging channels, helping to deliver sustainable income and supporter growth in line with The Foundation's strategic framework.

The role also supports campaign reporting, budget tracking, insights, creative development and testing, contributing to the continuous improvement of acquisition performance and the identification of new & innovative ideas. Working closely with internal stakeholders and external partners, the Coordinator helps ensure acquisition activity is well executed, audience-focused, compliant and aligned to a market-leading multi-channel acquisition approach.

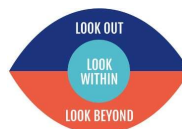
The Acquisition Single Giving Coordinator will own the outcomes of:

1. Coordinate end-to-end delivery of acquisition campaigns, including direct mail appeals, unaddressed, press insert campaigns, and other direct response acquisition programs. Ensuring that all campaigns are executed accurately, within budget, and aligned with the agreed timelines to deliver best-in-class acquisition campaigns.
2. Support the setup and piloting of new acquisition campaigns, including developing and updating campaign collateral, liaising with external suppliers (mailhouses, data providers, media partners, designers, etc) and internal teams (Digital, Data & Donations, Communications), while monitoring performance and spend and providing insights to optimise results and support ambitious new donor growth targets.
3. Support the development of donor centric campaign messaging, contribute to creative briefs, and help translate audience insights into clear creative direction. Provide feedback on copy and creative to ensure relevance to target audiences and alignment with fundraising and brand guidelines, privacy legislation, and FHF legal recommendations.
4. Coordinate campaign reporting, including accurate tracking of budgets and campaign spend, and support the preparation of post-campaign analysis and performance reports. Contribute to identifying insights and opportunities for optimisation to improve future campaign performance.
5. Assist with research to support audience development initiatives, support planning and execution of campaigns for new audiences and contribute to understanding what resonates with different audiences.
6. Build and maintain effective working relationships with external suppliers, agencies, and across The Foundation.
7. Provide general administrative and operational support to the Acquisition team as required.
8. Other tasks as requested by your manager.

Our Capabilities:

As a member of The Foundation Family you will:

1. Live by the values of The Foundation and support The Foundation's culture, performance and brand.
2. Adhere to all The Foundation's policies and procedures.
3. Strengthen the health, safety and well-being of all/look out for the well-being.
4. Lead, collaborate and contribute in all interactions.



Essential Experience:

- Experience in a similar role, Direct Marketing or Fundraising. Ideally with Direct Mail appeals
- Ability to collate and understand campaign reports and budgets.
- Exposure to creative development processes or content creation.
- Proven ability to manage multiple projects and strict deadlines with strong attention to detail.
- Strong administrative and organisational skills in a fast-paced environment.
- Knowledge of fundraising principles.

Skills:

- Strong project coordination and time management skills.
- Excellent attention to detail (written and numerical).
- Strong written communication and storytelling skills.
- Ability to work with campaign results, spreadsheets, and reporting tools.
- Collaborative and relational approach and ability to build relationships across teams. Proactive mindset

Desirable Experience:

- Experience in the Not-for-Profit and/or Direct Marketing environment
- Exposure to audience segmentation or campaign testing.
- Interest in storytelling for impact, audience growth, innovation, and/or donor behavior insights.

Qualifications:

Graduate degree in a related field.

Travel:

As required – domestic only

The position involves:

This position is recognised as having “Contact with Children” either direct or indirect

This position does not involve “Working with Children” either direct or indirect.

Additional Responsibility:

Ensure that the work for which they are responsible is carried out in ways, which safeguard the health and safety of workers.

Employees are expected to work within reasonable hours and raise capacity constraints to enable reprioritisation

This role purpose defines the broad accountabilities of the positions, which may change based on organisational need. Please refer to the divisional, team and individual work plans for more specific details

To work in The Foundation, you will:

- Be eligible to work in Australia and other regions where you will be based
- Undergo background check including criminal records and qualifications check
- Undergo working with children check for positions that are identified as working with children