Supporter Growth Coordinator – Single Giving

ROLE PURPOSE

The Supporter Growth Coordinator – Single Giving supports the delivery and optimisation of single giving campaigns, using strong coordination, data and operational capability to grow supporter engagement and income and contribute to the Foundation's mission.

Position Details

Position Title	Support Growth Coordinator – Single Giving
Division	Public Affairs
Reports To	Supporter Growth Manager – Single Giving
Location	Sydney
Travel Required	Occasionally
Employment Type	Permanent Full-Time
Leadership Band	Leads Self
Date Prepared / Reviewed	12 November 2026

Organisational Context

The Supporter Growth team drives a sustainable donor base and income that enables the Foundation to deliver its mission. Through a multi-channel, data-led approach to acquire new supporters, focusing on strength long-term donor life-time value and identifying new opportunities for growth. With continued testing, innovation and optimisation informed on data insights, to maintaining a strong and sustainable pipeline for future income growth and achieve The Foundation's ambitious strategy to end avoidable blindness.

Role Purpose

The Supporter Growth Coordinator – Single Giving plays a key role in the operational and financial coordination of The Foundation's single giving acquisition program. Reporting to the Supporter Growth Manager – Single Giving, the role coordinates the end-to-end delivery 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.

A significant focus of the role is maintaining accurate oversight of campaign expenditure and financial data. This includes tracking budgets, quotes and invoices; reconciling expenditure against Finance reports; monitoring actual and forecast spend; ensuring invoices are processed and allocated to the correct cost codes; and investigating discrepancies across systems. Strong Excel capability, financial accuracy and attention to detail are critical, given the scale of investment managed through the acquisition program.

The role also coordinates campaign reporting, testing and measurement, working with the Supporter Growth and Creative teams to track results, translate performance data into insights and identify opportunities to optimise campaigns and test new approaches.

Working closely with internal stakeholders and external suppliers and partners, the role helps ensure acquisition activity is delivered accurately, within budget and to agreed timelines, while remaining audience focused, compliant and aligned with a market-leading multi-channel acquisition approach.

Key Responsibilities & Accountabilities

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 (mail-houses, 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 background analysis, 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, 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 Supporter Growth and Individual Giving team as required.
8. Other tasks as requested by your manager.

Role Capabilities

Campaign and Project Management: Coordinates multi-channel acquisition campaigns, managing timelines, priorities and suppliers to ensure accurate and timely delivery.

Financial and Data Analytics: Uses strong Excel skills and attention to detail to track budgets, reconcile expenditure, analyse performance and support campaign optimisation.

Communication and Stakeholder Engagement: Communicates clearly and builds effective relationships with internal teams and external suppliers to support campaign delivery.

Fundraising principles: Applies knowledge of donor motivations and audience insights to support donor-centric messaging, campaign development and acquisition.

Systems and Digital Capability: Uses digital tools and systems effectively to support campaign delivery, reporting and data accuracy, adapting to new technologies and ways of working.

Work Health, Safety & Wellbeing

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

Safeguarding & Compliance

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

Contact with Children: This position is recognised as having “Contact with Children” either direct or indirect (note: all positions are classified as having indirect or incidental contact with children) This position does not involve “Working with Children” either direct or indirect.

This position is recognised as having “Contact with Children” (either direct or indirect) as indicated above.

To work in The Foundation, you will:

• Be eligible to work in the country where this role will be based.

• Undergo background checks, including criminal record and qualification checks, as required.

• Undergo a Working with Children Check for positions identified as working with children.

Key Relationships

Internal: Individual giving team, Data & Donations, Digital, Creative, Communications,

External: Mail-houses, data suppliers, printers, media partners

Qualifications, Skills & Experience

Essential

- Minimum of 3 years' experience in direct marketing, campaign delivery or a similar role.
- Strong organisational and project coordination skills, with the ability to manage multiple campaigns, competing priorities and tight deadlines.
- Strong/Advanced Excel skills and attention to detail, with experience tracking budgets, reconciling expenditure and preparing reports.
- Ability to interpret campaign data, analyse performance and identify insights to support optimisation.
- Strong communication and interpersonal skills, with experience collaborating with internal stakeholders and external suppliers.

Desirable

- Experience in the Not-for-Profit, ideally with exposure to direct mail acquisition campaigns.
- Exposure to audience segmentation or campaign testing.
- Understanding of fundraising principles, donor motivations and supporter acquisition innovation, and/ donor behavior insights.

Approval

Prepared By: Michelle Dickson

Approved By: Adriana Aguilera, Head of Supporter Growth

Approval Date: 12/11/2026

Appendix A: Safeguarding Requirement Levels

Level 1: Limited or incidental safeguarding contact

Roles with no expected direct contact with children or at-risk adults. These roles may only have incidental or indirect exposure through organisational support functions, for example Finance, Payroll, IT, Legal, Procurement, Administration, Internal Communications, or office-based Enabling Services roles with no planned field or programme-facing duties.

Level 2: Occasional or indirect safeguarding contact

Roles that may have periodic contact with children, at-risk adults, communities, or partners through field visits, programme support, monitoring, evaluation, research, communications, training, advocacy, or access to participant data. Examples may include Program Quality Advisors, Technical Specialists, Research and Evaluation staff, Communications staff, Fundraising and Donor Engagement roles, Project Coordinators, or staff who occasionally visit programme activities.

Level 3: Direct, intensive or high-risk safeguarding contact

Roles with regular direct contact with children, at-risk adults, communities, or programme participants, or significant influence over services, resources, partners, reporting pathways, or safeguarding decisions. Examples may include Country Managers, Program Managers, Project Officers, community-facing staff, Safeguarding Focal Points, Global Safeguarding roles, staff managing partner delivery, or roles that regularly visit field activities involving children or at-risk adults.