

ROLE PURPOSE

Role Title: Supporter Growth Manager - Regular Giving

Division: Public Affairs

Location: Sydney, Australia

Date: August, 2026

Employment type: Full time, Permanent

Reports to: Head of Supporter Growth

Number of direct reports: 1

Leadership Band: Leads Others

The **Supporter Growth Manager - Regular Giving** is responsible for leading and continuously evolving The Fred Hollows Foundation's national Face-to-Face fundraising program driving sustainable growth in The Foundation's Regular Giving supporter base. The role is accountable for acquiring high-quality monthly donors, optimising acquisition performance, reducing early attrition and increasing long-term supporter value through an innovative, high-performing fundraising program built on industry best practice.

Leading The Foundation's Face-to-Face supplier network, the role drives performance through strategic partnerships, contract negotiation, continuous supply chain review and operational excellence. Working collaboratively across Individual Giving, Digital, Supporter Services and Data insights teams. The role connects acquisition with the early supporter journey to improve donor quality, experience and long-term giving, while championing innovation, governance and continuous improvement to support The Foundation's ambitious supporter growth and future income targets

Key Responsibilities

1. **Lead the national Face-to-Face Regular Giving program.** Own strategy, performance, budgets, forecasting and KPIs, continuously optimising the program to deliver sustainable supporter and income growth.
2. **Grow supporter quality and log-term value.** Champion early donor journey, by managing onboarding communications, donor feedback, attrition and use retention insights to improve supporter experience, quality and long-term giving. Implementation of first year journey for F2F regular givers.
3. **Lead strategic supplier partnerships.** Manage and enhance The Foundation's Face-to-Face supplier network, including performance management, contract negotiation, procurement, capacity planning and ongoing supply chain review to drive quality, value and sustainable growth.
4. **Drive innovation and future growth.** Identify, test and scale new approaches across technology, digital optimisation, AI-enabled supporter communications and emerging fundraising practices to strengthen program performance and future capability.
5. **Champion quality, governance and compliance.** Maintain high standards across the Face-to-Face program through quality assurance, risk management, PFRA engagement, regulatory compliance and sector best practice.
6. **Provide strategic leadership and insights.** Monitor performance, supporter behavior and market trends; identify growth opportunities; and translate insights into recommendations that contribute to the broader Supporter Growth strategy aligned with The Foundation objectives
7. **Contribute to broader Supporter Growth priorities** Support multi-channel acquisition initiatives, strategic projects, planning, reporting and budgeting, and contribute expertise to international fundraising and capability-building initiatives across The Foundation. Undertake others tasks as requested by your Manager and Individual Giving Director.

Role Capabilities:

- **Strategic Growth:** Develops and executes acquisition of new monthly donors with a long-term supporter growth strategies that enhance supporter quality, lifetime value and sustainable income growth. Aligns program direction with organisational priorities and future growth opportunities.
- **Performance and Insight:** Uses supporter, market and performance insights to improve acquisition outcomes, reduce attrition and maximise supporter value. Translates data into strategic decisions and continuous improvement.
- **Innovation and Growth Enablement:** Champions innovation by identifying, testing and scaling new acquisition approaches, technologies and supporter engagement opportunities to strengthen future growth and capability.
- **Stakeholder and Partnerships:** Builds and leads high-value relationships with suppliers, agencies and internal stakeholders. Influences outcomes, drives accountability and creates partnerships that enhance supporter growth performance.

Essential Experience:

- 5–7 years' experience in Regular Giving, fundraising, direct marketing or a related performance marketing environment.
- Demonstrated experience leading and optimising a large-scale Face-to-Face and/or multi-channel Regular Giving acquisition program.
- Strong experience managing external suppliers, agency performance and multiple stakeholder relationships.
- Experience using fundraising and supporter data to analyse performance, identify opportunities and improve outcomes.
- Strong experience in budget management, forecasting and delivering against financial and performance targets.
- Strong knowledge of marketing and/or fundraising principles.

• Communicate and Influence: Communicates a compelling vision for supporter growth and influences stakeholders through data-driven recommendations, collaboration and effective leadership. • Deliver Results Through Others: Provides leadership, direction and governance to ensure programs achieve supporter growth, quality and financial targets. Creates accountability and enables high performance through others.	
Skills: • Strong strategic account management and relationship-building skills. • Strong analytical, reporting and numerical skills, including Excel. • Excellent written and verbal communication and confident presentation skills. • Strong planning and project management, with the ability to manage multiple priorities and deadlines. • Excellent attention to detail. • Innovative, solutions-focused mindset with a focus on continuous improvement. • Ability to collaborate, influence and build strong stakeholder relationships.	Desirable Experience: • Experience within the NGO, charity or purpose-led sector. • Experience managing Face-to-Face and Telemarketing fundraising programs. • Experience in supporter onboarding, donor care, retention or supporter journey optimisation. • Knowledge of PFRA requirements and Australian fundraising regulation. • Broader understanding of Individual Giving, including Single Giving, Regular Giving, retention and supporter lifetime value.
Qualifications: Graduate degree in related field. Travel: As required 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	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. 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