

ROLE PURPOSE

Role Title: Supporter Growth
Manager – Single Giving

Division: Public Affairs

Location: Sydney

Date: August 2026

Employment type: Full time

Reports to: Head of
Supporter Growth

**Number of direct
reports:** 1

Leadership Band:
Lead Others

Purpose of the role:

The **Supporter Growth Manager– Single Giving** is responsible for leading and continuously evolving The Fred Hollows Foundation's Single Giving acquisition program, driving sustainable acquisition and supporter growth. The role is accountable for developing and delivering a high-performing, data-led multi-channel acquisition portfolio across direct mail, unaddressed mail, press inserts and emerging channels, continuously testing and optimising approaches to acquire new supporters, grow income and build long-term supporter value.

Working collaboratively across Individual Giving, Supporter Services, Data & Insights and other teams across The Foundation, the role uses performance insights, audience strategy and innovation to identify new acquisition opportunities and strengthen the supporter growth pipeline. The role leads campaign performance, budgets, forecasting and key supplier relationships, while creating pathways for newly acquired supporters into longer-term giving and contributing to The Foundation's ambitious five-year strategy.

Key Responsibilities:

- Lead the Single Giving acquisition program.** Own strategy, performance, budgets, KPIs and continuous optimisation across direct mail, unaddressed mail, press inserts and other direct response channels to deliver sustainable supporter and income growth.
- Lead multi-channel acquisition campaigns.** Drive strategy and end-to-end project management of acquisition appeals, using data and performance insights to inform audience selection, channel strategy, creative development, testing and optimisation. Manage complex campaign delivery across multiple suppliers and stakeholders, ensuring campaigns are delivered accurately, on budget and to strict deadlines.
- Grow the supporter pipeline and long-term value.** Identify new audiences, channels and acquisition opportunities that grow The Foundation's supporter base and create pathways into Regular Giving, Mid-Value, Philanthropy and Gifts in Wills.
- Champion innovation and optimisation.** Build a strong testing pipeline across audiences, data, creative, channels and emerging fundraising approaches, using results and market insights to identify opportunities to scale and improve performance.
- Drive performance, budget management and financial reporting.** Manage acquisition budgets, expenditure, forecasting and Finance reporting, closely monitoring campaign performance and translating results into clear insights and recommendations to support decision-making and future investment.
- Champion quality and governance.** Ensure Single Giving acquisition activity, data and campaign collateral meet fundraising, privacy, legal and brand requirements and follow sector best practice.
- Lead strategic supplier and cross-team collaboration.** Build strong partnerships across Individual Giving, Supporter Services, Data & Insights and other teams across The Foundation, while effectively managing key external relationships to deliver shared Supporter Growth objectives.

Undertake other tasks as requested by your Manager and the Individual Giving Director.

Role capabilities:

- Strategic Growth:** Develops and executes acquisition strategies that drive supporter growth, increase income and position the organisation for long-term success. Identifies emerging opportunities and aligns acquisition investments with organisational priorities.
- Performance and Insight:** Leverages data, evidence and supporter insights to optimise acquisition performance, improve return on investment and inform strategic decision making. Creates a culture of learning and performance improvement.
- Innovation and Growth Enablement:** Drives innovation through experimentation, audience development and new channel opportunities. Encourages continuous improvement and translates learning into sustainable growth outcomes.

Essential Experience:

- Proven experience in Direct Marketing, fundraising or supporter acquisition, with strong Direct Mail acquisition and appeals experience.
- Demonstrated experience leading an acquisition or fundraising program, developing strategy and delivering against growth and performance targets.
- Strong experience using data, audience and performance insights to drive strategy, campaign optimisation and decision-making.
- Demonstrated experience in budget management, forecasting and financial reporting, with strong commercial and numerical capability.
- Proven experience leading complex, multi-stakeholder campaigns and projects, managing competing priorities and delivering high-quality outcomes to strict deadlines.

- **Stakeholder and Partnership:** Develops strategic partnerships with suppliers, agencies and stakeholders to deliver organisational outcomes. Influences decision making and fosters collaboration to strengthen acquisition performance and supporter growth.
- **Communication and Influence Builds** support for strategic initiatives and recommendations through clear communication, stakeholder engagement and evidence based influence.
- **Deliver Results Through Others:** Leads and coordinates acquisition initiatives through effective planning, delegation and oversight. Ensures activities deliver strategic outcomes, are aligned to priorities and achieve measurable results.

Skills:

- Strong strategic thinking with a growth and performance mindset.
- Excellent project management and ability to manage multiple priorities and strict deadlines.
- Strong analytical, reporting and numerical skills, including Excel with excellent attention to detail.
- Excellent written, verbal and presentation skills.
- Strong stakeholder, supplier and relationship management skills.
- Innovative and solutions-focused, with a strong test-and-learn mindset.
- Collaborative, with the ability to influence and work effectively across teams

Desirable Experience:

- Experience within the NGO, charity or purpose-led sector.
- Experience across multiple acquisition channels, including unaddressed mail, press inserts and other direct marketing channels.
- Broader understanding of Individual Giving, including Single Giving, Regular Giving, Retention and supporter lifetime value.

Qualifications:

Graduate degree in a related field.

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.

Travel:

As required

Additional Responsibility:

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

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