

Position Description

Donor and Fundraising Lead

Position Summary

Position	Donor and Fundraising Lead
Reporting to	Director of People and Culture
Direct reports	Nil
Department	Corporate Services
Classification	SCHADS Level 4
Status	Full-Time (1.0 FTE)
Location	Corporate Services Office
Probation	Six months
Key relationships	<p>Internal CEO, Corporate Services staff, Service Delivery staff.</p> <p>External Donors, community partners, grant makers, media contacts, local councils, vendors</p>

About Refuge Victoria

Refuge Victoria is an independent not-for-profit organisation that has grown to become one of the largest providers of specialist family violence refuge accommodation in Victoria. We support people at serious risk due to family violence, providing refuge and crisis accommodation, safety planning and management, and support to build a safer and better life.

Refuge Victoria operates three refuge facilities and 15 crisis properties, and our partnerships with community housing associations provide nomination rights to a further 35 transitional homes. We employ staff across two main refuge sites in Melbourne's east and one site in the Melbourne's west, as well as our corporate office. We are funded by the Department of Families, Fairness and Housing (DFFH) and the generous support of donors.

Our Vision

For people escaping family violence to live safe and free.

Our Values

Compassionate

We care deeply about the work we do and who we do it for.

Empowering

We empower people to become more confident and make informed decisions.

Collaborative

By working together and sharing knowledge, we continue to strengthen our culture and outcomes.

Integrity

We are respectful and transparent and will always hold ourselves to account.

Committed

We are committed to providing the best care and outcomes for our clients through continuous improvement of our services.

Our Model

The Refuge Victoria model is premised on a “wraparound” process of service delivery. Refuge Victoria assesses and monitors family violence risk and provides intensive, holistic and individualised care planning and case management. Our staff work alongside survivors of family violence to develop plans to support problem solving, coping skills and self-efficacy. Refuge Victoria’s exit planning is essential to our service as our clients are with us for an average of six weeks.

The Refuge Victoria philosophy of care begins with the principle of “voice and choice” where self-determination and the perspective and views of the family, including that of the child or young person must be given primary importance during all phases of service delivery. The wraparound approach places the individual and family at the centre and builds a support team around them to drive change, in conjunction with our partner agencies. A strength-based approach is taken to identify and build capabilities, capacity and resources to empower victim survivors of family violence. Services are individualised, flexible, community based and culturally competent.

The Role

The Donor and Fundraising Lead plays a pivotal role in advancing Refuge Victoria’s mission by driving sustainable revenue growth, deepening donor relationships, and elevating our public profile. This role leads the strategic development and implementation of fundraising initiatives, grant acquisition, supporter engagement strategies, and impact-driven communications.

With a focus on building long-term philanthropic partnerships and enhancing donor experience, the position strengthens our capacity to deliver essential services to people escaping family violence. It also contributes to fostering an engaged and values-aligned internal culture through communication and storytelling that connects purpose with people.

Key Accountabilities

Core Responsibilities	Indicators of Success
Fundraising Strategy and Income Generation	
<ul style="list-style-type: none"> Design and implement an annual fundraising calendar across digital, donor and community channels. Develop and implement creative donor acquisition, retention and upgrade strategies. Cultivate donor relationships, including bequests, workplace giving and corporate partnerships, in accordance with ethical fundraising principles, such as the Fundraising Institute of Australia (FIA) Code. Maintain accurate donor records and performance metrics in CRM. Coordinate and manage the end-to-end process for accepting, receiving, and recording all financial and in-kind donations, ensuring timely acknowledgment, accurate documentation, and strong ongoing relationships with donors and partners. 	<ul style="list-style-type: none"> Achieve or exceed the donation and fundraising income targets as set out in the approved annual budget.
Grants and Strategic Funding	
<ul style="list-style-type: none"> Identify, research and apply for grants, philanthropic funding and donor-aligned programs. Draft persuasive applications and prepare reporting and acquittals. Work with service delivery to ensure budgets, KPIs and stories are embedded in proposals. 	
Digital Supporter Growth and Conversion	
<ul style="list-style-type: none"> Use email, CRM segmentation, marketing strategies, social media and other digital tools to grow and convert donors and supporters. Analyse supporter data and engagement metrics to inform content. Refine donor journey maps and supporter experience strategies. 	
Communications and Public Profile	
<ul style="list-style-type: none"> Develop donor-centric content for newsletters, digital campaigns, website and appeals. Use storytelling techniques to share client-informed impact and organisational updates. Contribute to media releases, blog content and impact stories. 	
Events and Campaigns	

Core Responsibilities	Indicators of Success
<ul style="list-style-type: none"> Coordinate and deliver events (e.g. Giving Days, Thank You campaigns, donor tours). Events must align with strategic fundraising calendar and be evaluated for ROI Manage logistics, supporter follow-up, vendor liaison and impact summaries. 	
Internal Communications	
<ul style="list-style-type: none"> Prepare all internal relevant communications to support organisation-wide messaging. Align internal comms with strategic priorities and branding standards. 	
External Stakeholder Engagement	
<ul style="list-style-type: none"> Represent Refuge Victoria at external meetings, networking functions, and grant briefings. Contribute to partnership proposals, donor briefings and cultivation plans. 	
Compliance & Continuous Quality Improvement	
<ul style="list-style-type: none"> Legislative compliance (including but not limited to Child Safety Standards, Social Services Standards, Privacy and Data Protection) Sound understanding of and adherence to Refuge Victoria Policies and Procedures Contribute knowledge in establishing new work-related tasks and procedures. Participate and contribute to organisational continuous improvement process 	<ul style="list-style-type: none"> Internal and external audits demonstrate full compliance with relevant legislation and requirements. Ability to work autonomously in line with Refuge Victoria Policies and Procedures within established worksite directions and plans. <p>Providing feedback when requested above potential new work-related tasks and procedures</p>
Teamwork and Culture	
<ul style="list-style-type: none"> Liaising with team members to prioritise tasks. Communicate effectively and accurately with others about work matters and document relevant information according to policies and procedures. Role model respectful and professional behavior always including displaying initiative, honesty, fairness, transparency, and accountability in line with Refuge Victoria values 	<ul style="list-style-type: none"> Personal responsibility is evident for team cohesion in holding clients and colleagues in high positive regard. Evidence of participation in team meetings and other forums including professional development, and client activities in a positive, constructive and optimistic frame. Evidence that all interactions with staff and clients are consistent with Refuge Victoria values.
Other Duties	
<ul style="list-style-type: none"> Perform other duties, consistent with the broad spectrum of the position, as required and directed by the Chief Executive Officer or managers. Abide by Refuge Victoria Code of Conduct 	

Key Selection Criteria / Position Requirements

Qualifications	<p>Essential</p> <ul style="list-style-type: none"> Bachelor's degree in Marketing, Social Impact, Digital Media, Philanthropy, Business or another relevant field. ' <p>Desirable</p> <ul style="list-style-type: none"> Certificate in Fundraising or Philanthropy (e.g. FIA Fundraising Institute Australia Certificate in Fundraising, CFRE) Member of Fundraising Institute Australia or similar
Previous Experience	<p>Essential</p> <ul style="list-style-type: none"> Minimum 5 years' experience in fundraising, donor relations, events, philanthropy or a similar revenue-generating role. Proven track record in securing philanthropic income, including grants, major gifts, or corporate sponsorships. Demonstrated success in designing and delivering multi-channel fundraising campaigns that drive donor acquisition, retention and revenue growth. <p>Desirable</p> <ul style="list-style-type: none"> Experience in community fundraising, social enterprise or sponsorships.
Required Knowledge & Skills	<p>Essential</p> <ul style="list-style-type: none"> Strong digital and data skills, including experience with fundraising CRMs, email marketing platforms (e.g. Campaign Monitor), and digital tools such as Canva, Monday, Raisely, or similar. Exceptional project management and organisational skills, with the ability to juggle multiple priorities, deadlines and stakeholders. Excellent written and verbal communication, especially storytelling and donor engagement. Confident working with CRMs and data to drive smarter decisions <p>Desirable</p> <ul style="list-style-type: none"> Comfortable speaking to donors, running events and building external relationships. Familiarity with segmentation, analysis and email campaign strategy.
Personal Attributes & Values	<ul style="list-style-type: none"> A driven, passionate relationship builder who sees opportunity in every conversation. Experienced in fundraising, sponsorships or partnerships, and skilled at managing multiple revenue pipelines. A confident communicator, natural storyteller and persuasive pitch maker - equally at home in corporate meetings and community events. Passionate about purpose - and committed to supporting people fleeing family violence and their families. Well-organised with a love for calendars, deadlines, goals and celebrations. Curious, coachable, and always up for a challenge

Our Commitment to Child Safety

Refuge Victoria is committed to protecting children and young people from all forms of harm and abuse. As an employee you are required to report any concerns raised by, or on behalf of, children and young

people in accordance with mandatory reporting, reportable conduct and incident management procedures. Everyone at RV has a role to play in keeping children and young people safe and your role will support and drive this commitment, ensuring individuals and teams behave appropriately towards children and young people at all times.

Our Commitment to Health, Safety and Wellbeing

Refuge Victoria is committed to ensuring the health and safety of its employees and any other individuals present in our workplaces.

All Refuge Victoria employees are required to:

- Comply with all OH&S Management Systems, policy and procedure requirements and take reasonable care to protect their own health and safety and the health and safety of others in the workplace. All staff are required to immediately report incidents, hazards or near misses to the relevant Manager/Supervisor (including FreshDesk entry) and actively participate in hazard elimination where required.
- Contribute to, and be involved in, the organisation's ongoing management of health and safety activities including consultation.
- Foster employee wellbeing by creating a mentally healthy, inclusive, and safe workplace.
- Participate in relevant health and safety training and inductions based on roles and responsibilities.
- Participate and contribute to work health activities and consultations to maximise safe work environments for clients, employees, volunteers and visitors.

Immunisation

You are required to maintain appropriate levels of immunisation in accordance with Refuge Victoria's workforce Immunisation/Screening Policies, in the interests of yourself, all staff, clients and visitors.

Our Commitment to Inclusion

Refuge Victoria strives to be an inclusive, safe and responsive organisation that promotes diversity and actively supports inclusion for people and communities identifying as, but not limited to:

- Aboriginal and Torres Strait Islander
- LGBTQI+
- People with disabilities
- People from diverse cultural and linguistic backgrounds
- People of all ages
- People with caring responsibilities
- People with diverse religious beliefs or affiliations.

All Refuge Victoria employees, contractors and volunteers are required to:

- Take reasonable care to respect differences, to foster a workplace that is safe, healthy, positive, supportive and free from all forms of harassment, bullying and discrimination
- Undertake all interactions with clients, families and co-workers in a culturally sensitive manner and take appropriate account of cultural and linguistic diversity
- Address any unacceptable behaviour witnessed or experienced within the workplace directly with the individual/s responsible, if safe to do so or report to a relevant Supervisor or Manager
- Participate in and contribute to training, events and learning opportunities to celebrate differences, increase awareness and understanding of diversity and inclusion

- Raise concerns and/or complaints in a constructive manner, including identifying possible solutions.

In addition, the responsibilities of managers are to:

- Identify and develop strategies to mitigate bias through employment life cycles, including ensuring diverse interview panels. Seeking out advice from individuals and clients with lived experience when developing new practices, policies and procedures
- Identify and appropriately respond to any unacceptable behaviour reported, to ensure the creation of a safe workplace for all
- Collaborate around key issues and evolving practices relating to diversity and inclusion, through supervision, resources or consulting with our Cultural Advisors, PRIDE Group and RAP Committee
- Participate in the development and implementation of inclusion events and strategies
- Role model practices through behaviours, conduct and language with communications reflecting respect and embracing diversity.

Employment Screening and Required Documents

Refuge Victoria conducts safety screening practices for all preferred applicants. Safety screening must be satisfied prior to formal offers of employment being made and must be kept current to ensure ongoing employment. These include but are not limited to:

- An Australian Criminal History Check
- an International Criminal History Check for those who have lived outside of Australia for longer than 12 months in the last 10 years
- a Current Employee Working with Children Check
- Full Victorian Drivers Licence
- Proof of COVID vaccinations.

Pre-Existing Injury

Prior to any person being appointed to this position it will be required that they disclose full details of any pre-existing injuries or disease that might be affected by this position.

The responsibilities listed within this document have been identified as the primary functions of the position. Additional responsibilities not listed may be required; these may change from time to time to reflect the needs of our clients and the service but will remain at the same level of responsibility aligned to this position.

Employee Position Declaration

I have read and understood the requirements and expectations of the above position description. I agree that I have the physical ability to fulfil the inherent physical requirements of the position and accept my role in fulfilling the key accountabilities. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all inclusive.

Employee Name:	Signature:	Date: