

POSITION DESCRIPTION



Until we are all equal

ORGANISATION INFORMATION

Position title	Director of Fundraising	Position type	Permanent ongoing Full time
Reports to	CEO	Hours per week	38 (1.0 FTE)
Team	Fundraising Portfolio	Award classification	Above Award
Direct reports	TBC	Budget	Accountable for: Fundraising Budget
Date reviewed	July 2026	Out of Hours Working Requirement	Medium

About Plan International Australia

Who we are. What we do.

We're the charity for girls' equality.

We believe when we invest in girls, everything changes - their families, communities and entire nations rise. We tackle the root causes of inequality, support communities through crisis, and shift money, power and influence toward girls and the local organisations closest to them.

We are evolving. We are becoming a catalyst for change - mobilising evidence, influence and investment that strengthens those closest to the issues, rather than simply delivering programs ourselves. This is the world you will help us create.

What does it feel like to work here?

- You will get up each day knowing your work helps create justice and equality for girls.
- You'll feel part of a broader team - beyond just the people you work with every day - because we see that creating change for girls takes all of us, working as one interconnected organisation.
- You'll give and receive quality feedback and help build feedback loops across the organisation.
- You'll find strength in our diversity, inclusiveness and mutual respect.
- You're empowered to make decisions within your remit - consulting those with a stake, and escalating when high-risk or hard to reverse.

How you will bring your best to this role:

- You will demonstrate a deep commitment to equality, human rights and gender justice in all you do.
- You will challenge power dynamics and processes that are unjust.
- You will share power and seek out the strengths of colleagues, while holding clear accountability for your areas of responsibility. You will work beyond traditional team boundaries, enjoying collaboration and coaching over directing.
- You will embody self-awareness and the courage to be vulnerable.
- You will embrace using AI and technology responsibly and ethically to help us work smarter and deliver more for girls.
- You will look for ways to evolve our ways of working.
- You will demonstrate a deep commitment to child protection and safeguarding in all you do.

How this role contributes to the strategy

We know that investing in girls is the most powerful investment the world can make - when girls rise, their families, communities and nations rise with them. Our strategy turns this belief into action through a simple but powerful cycle: when we build the evidence and influence that makes the case for investing in girls, we attract the resources that fund real impact - and that impact strengthens our evidence and influence in turn. Each part reinforces the others, and every role plays a part.

The Director of Fundraising leads the team that converts public support into the funds that make our impact possible. As a member of the Executive Leadership Team reporting to the CEO, this role holds end-to-end accountability for the supporter pipeline - from how people first give, through how we keep their trust and deepen their commitment, to how that journey opens the door to major philanthropic relationships. The role owns regular giving, mid-value, cash appeals, gifts in wills, donor care and the supporter experience, and works in close partnership with the Deputy CEO, Engagement on philanthropy and major donor relationships, so the pathway from first gift to transformational gift is intentional rather than accidental. The role owns supporter pipeline mechanics through to an agreed high-value threshold, at which point relationships transition to Engagement for philanthropic cultivation.

This is the engine that funds the strategy. It needs to deliver reliable income today while building the capability, technology and supporter relationships that will sustain Plan International Australia for the long term.

Key responsibilities and accountabilities

Strategy leadership

- As a member of the Executive Leadership Team, contribute to organisation-wide strategy, risk and resource decisions, bringing a supporter and revenue lens to cross-portfolio choices.
- Set the long-term direction for fundraising at Plan International Australia, including income forecasts, investment strategy and the future channel and product mix.
- Represent Plan International Australia externally in fundraising forums, sector bodies and within the Plan International global federation.
- Provide reports, papers and recommendations to the CEO, Executive Leadership Team and the Board and its sub-committees.

Fundraising Strategy and Performance

- Hold accountability for the fundraising P&L: income targets, acquisition investment, retention performance and cost-to-income ratios across all giving products.
- Lead the strategy for regular giving, mid-value, cash, gifts in wills, and the donor-facing supporter experience, ensuring decisions are grounded in data, lifetime value and supporter insight rather than short-term volume.
- Diversify acquisition over time, reducing reliance on face-to-face and growing alternative channels such as digital and DRTV in proportion to the mix.
- Protect and actively manage the pathway from regular and mid-value giving through to major philanthropic relationships, in collaboration with the Deputy CEO, Engagement who holds philanthropy positioning and major donor cultivation.
- Co-own solicitation, donor graduation criteria and relationship handoffs with the Deputy CEO, Engagement, so supporters experience a deliberate progression rather than a series of disconnected approaches.
- Lead operational execution of emergency appeals, working with the Impact team, Policy & Advocacy and Strategic Communications.

Supporter Experience, Data and Technology

- Own the donor-facing digital experience - supporter journeys, conversion, retention communications and donor care - working closely with Strategic Communications (who hold the organisational narrative, calendar, market-facing digital and brand) and the Technology, Data & AI team (who hold platforms and infrastructure).

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- Ensure the fundraising CRM and supporter data environment are managed as strategic assets, in close partnership with the Technology, Data and AI team, including by supporting the Retention Manager to hold CRM product ownership
- Champion responsible, ethical use of AI and automation across fundraising to improve supporter experience and team productivity.

Team Leadership and Management

- Lead, coach and develop the Fundraising team, building a culture of accountability, learning and collaboration.
- Set annual team budgets and allocate resources across Regular Giving acquisition, retention, mid-value, gifts in wills, donor care and digital.
- Set clear, measurable goals with direct reports and ensure team members have the support, feedback and development opportunities to do their best work.
- Model feminist leadership, share decision-making and contribute to a positive organisational culture.

Compliance and Risk

- Own organisational compliance with all applicable fundraising standards including the ACFID Code of Conduct, FIA Code of Practice, PFRA Code, Australian Privacy Principles, ACNC and ATO requirements, and ensure fundraising activities comply with Plan International Australia's safeguarding and child protection policies.
- Ensure fundraising materials, propositions and supporter communications uphold our values, avoid paternalistic or harmful representations, and reflect a commitment to shifting power closer to communities.
- Identify and manage strategic risks across the fundraising portfolio, including supporter data, reputation and income concentration.

Connections

Our strategy depends on connected ways of working - integrating effort across teams. No single team delivers our ambition alone.

This role holds the following connections, each essential to delivering our strategy:

- **With the Deputy CEO, Engagement (Philanthropy and Major Donors):** Jointly own the pathway from regular and mid-value giving into major philanthropic and transformational gifts. Agree solicitation rules, graduation criteria and relationship handoffs so supporter progression is deliberate and well-stewarded.
- **With the Deputy CEO, Engagement (Strategic Communications):** Align donor-facing campaigns with the organisation's narrative and brand. Strategic Communications holds market-facing digital and positioning and the authority to prioritise or decline activity to serve the strategy; Fundraising holds supporter-engagement digital, journeys and conversion.
- **With the Associate Director of Technology, Data & AI:** Partner on the fundraising CRM roadmap, data integrity, automation and AI use cases. Translate fundraising priorities into the technical backlog, with the Retention Manager as the CRM product owner.
- **With the General Manager, Finance:** Treat acquisition spend as investment within agreed guardrails. Share one funnel view of income, cost, quality and lifetime value, and bring finance into channel and campaign decisions before spend is locked.
- **With the Deputy CEO, Impact:** Coordinate emergency appeal execution (partnering with Deputy CEO Engagement) and ensure fundraising propositions are grounded in credible program evidence and impact stories

Ways of working

- Actively model connected, collaborative ways of working across teams.
- Hold and strengthen the key connections identified above.
- Share power and decision-making; seek out and build on the strengths of colleagues.
- Openness to using AI and new technology responsibly and ethically to further our mission by embracing tools that help us work smarter and deliver greater impact for girls.
- Model feminist leadership principles in behaviour and practice.
- Demonstrate commitment to shifting power and resources toward girls and local partners.

What you'll bring (key selection criteria)

Skills and experience

- Significant senior-level experience (typically 10+ years) leading large-scale individual giving and/or fundraising programs, with a proven track record of growing sustainable income.
- Deep expertise across the supporter lifecycle: regular giving acquisition, retention, mid-value, gifts in wills and the pathway into major giving.
- Demonstrated success diversifying acquisition channels, including digital, DRTV and emerging channels.
- Strong understanding of fundraising data, CRM and automation, with the ability to act as an informed stakeholder alongside technical experts.
- Demonstrated financial acumen, including P&L ownership and the ability to make investment cases.
- Leadership experience, with a track record of building high-performing teams and positive culture.
- Excellent written and verbal communication skills, including the ability to represent the organisation externally and to engage Board-level audiences.

Connection and collaboration

- Demonstrated ability to work effectively across team boundaries and join up work between functions.
- Experience holding shared accountabilities and managing handoffs between teams - particularly between fundraising, philanthropy and communications.
- Experience working with external partners including agencies, federation counterparts and sector bodies.

Values and ways of working

- Demonstrated commitment to gender justice, feminist leadership and sharing power.
- Willingness to work in connected, collaborative, non-hierarchical ways.
- Adaptive mindset – comfort with change, ambiguity and evolving ways of working.
- Commitment to child protection and safeguarding.

How will you know it's going well? (key performance indicators)

Delivery

- Fundraising income targets are met or exceeded; variations are understood and clearly communicated.
- Regular giving net income is stable or growing, with retention improving by cohort.
- The pathway from regular and mid-value giving into major philanthropy is intact, visible and producing measurable upgrade outcomes.
- Mid-value and gifts in wills grow as material, owned income streams.
- Face-to-face acquisition delivers reliable results on favourable commercial terms, and acquisition diversifies away from face-to-face over time, with other channels such as digital and DRTV growing as a proportion of the mix.
- Cost-to-income ratios are managed within agreed guardrails; acquisition investment is treated and tracked as investment.
- The CRM and fundraising data environment are routinely reviewed and optimised to support data-driven fundraising
- Emergency appeals are executed quickly and well, without fragmenting the supporter journey.
- Clear accountability held for areas of responsibility, with decisions made confidently and owned.

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Connections

- The key connections this role owns are working effectively - convened actively, kept productive, and delivering value to the strategy.
- This role reliably provides what others need to do their work - handoffs are clean, contributions are timely, and colleagues experience this role as a strong and generous connector.
- Connections this role contributes to are actively supported.

Ways of working

- Power is shared and the strengths of colleagues actively sought, balanced with clear accountability.
- Feminist leadership principles modelled and embedded.
- Organisational ways of working practices are completed and contributed to actively.
- Contribution to a connected, collaborative organisational culture.

Who you'll work with externally

External connections:

- Fundraising agencies, suppliers and channel partners (face-to-face, DRTV, digital, telemarketing)
- Plan International global federation fundraising counterparts
- Sector bodies including the Fundraising Institute Australia (FIA), Public Fundraising Regulatory Association (PFRA) and ACFID
- Peer fundraising leaders across the Australian for-purpose sector
- Major suppliers of fundraising technology and data services.

Safeguarding, Gender Equality and Inclusion

Safeguarding, gender equality, inclusion and anti-racism are central to who we are and how we work. We take seriously our responsibility to ensure that we, and anyone who represents us, does not harm, abuse or commit any act of violence against the people we work with - including children, young people, and all participants and partners. Upholding these standards is the responsibility of everyone at Plan International Australia.

Everyone is expected to:

- Demonstrate a commitment to safeguarding, gender equality, inclusion and anti-racism.
- Complete and maintain mandatory Safeguarding and GEI training.
- Apply our safeguarding and GEI policies, standards and values in their work.
- Contribute to a safe, equitable, inclusive and respectful culture.

Specific responsibilities for this role:

- Ensure all fundraising propositions, supporter communications and campaigns reflect our commitment to gender equality, anti-racism and shifting power - avoiding paternalistic, saviourist or stereotyped representations of the children, girls and communities we work with.
- Embed safeguarding and GEDSI standards into supplier and agency contracts, briefs and creative review processes.
- Model leadership on safeguarding and GEDSI within the Fundraising team and hold direct reports accountable for the same.
- Ensure supporter data is handled in line with privacy, safeguarding and ethical fundraising standards.

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Risk governance

Safeguarding Risk Level	High: – Access to highly sensitive organisational and supporter data; – Senior leadership accountability for team culture and supplier conduct.	
Police Check Required	Yes ☒	No ☐
Working With Children Check Required	Yes ☒	No ☐
Global Anti-Terrorism Screening Required	Yes ☒	No ☐