

**POSITION DESCRIPTION (PD) FOR CAMPAIGNS COORDINATOR**

*All employees/workers within Catholic Mission must have a position description.*

<b>Position Title (Generic):</b>	Coordinator	<b>Position Title (Specific):</b>	Campaigns Coordinator
<b>Reporting to:</b>	Individual Giving Manager	<b>Direct Reports:</b>	N/A
<b>Position Location:</b>	(CE) Community Engagement - Fundraising If Other, please identify: <a href="#">Click here to enter text.</a>	<b>Position Code:</b>	CC-PT
<b>Full Time Equivalent (FTE):</b>	30hpw=0.8FTE	<b>Date:</b>	1/04/2026
<b>Financial Authority:</b>	<input type="checkbox"/> Authority level to N/A <input type="checkbox"/> Credit card to monthly cap of N/A	<b>Rem Code:</b>	FG
		<b>Rem Steps:</b>	From: S21 To: S28
		<b>Award</b>	No Award - ACBC guidelines
<b>About Catholic Mission</b>	Catholic Mission (CM) is the Pope's international mission agency in Australia. We partner with communities, helping them to flourish by supporting grassroots projects, including healthcare, education, and faith formation, and being an active voice for human rights.		
<b>Purpose of Role</b>	<p>This position exists within the Individual Giving Team, under Fundraising, within the Community Engagement Team.</p> <p>The primary focus of this role is:</p> <ol style="list-style-type: none"> <li><b>Retain, Acquire and Grow:</b> maintain, review, and improve all of CM's single-giving activities with the goal of retention, acquisition, and growth of our single-giving donor base.</li> <li><b>Campaigns:</b> develop and project manage fundraising campaigns from concept to completion to meet or exceed income and engagement goals.</li> <li><b>Parish appeals:</b> develop and project manage parish appeals from concept to production to help meet or exceed income and engagement goals.</li> <li><b>Community fundraising:</b> coordinate all community fundraising activities from individual inbound queries to engagement with third party platforms and providers.</li> <li><b>Program management:</b> ensure CM's campaigns, parish appeals, and community fundraising activities are successfully delivered in a timely and collaborative manner, meet or exceed targets, are within budget and are reported on regularly.</li> <li><b>Digital cash acquisition:</b> work collaboratively to implement, monitor, and report on a new digital cash acquisition program to drive new donors to CM, with a view to converting them to warm cash donors and engaging them on specific journeys.</li> </ol>		

**Primary Duties & Key Performance Indicators (KPIs)**

<b>Key Responsibility Areas – Expected End Results</b>	<b>Key Performance Indicators (KPIs) – Measures of Success</b>
1. <b>Retain, Acquire and Grow</b>	<ul style="list-style-type: none"> <li>In collaboration with Campaigns Coordinator and Individual Giving Manager (IGM), ideate, develop, and implement revised or new strategies with the goal to               <ul style="list-style-type: none"> <li>Retain donors,</li> <li>Acquire new donors</li> <li>Grow and improve single-gift activities</li> </ul>               With a view to engage donors in a meaningful way that connects them to Catholic Mission and the work of the Church.             </li> </ul>

	<ul style="list-style-type: none"> <li>• Support the overall long-term goals and growth of the organisation, ensuring all areas of Individual Giving feed into the donor pipeline, including Mid-Value through to Bequest programs.</li> <li>• In collaboration with IGM and Fundraising Manager, regularly review, analyse, and streamline IG activities to increase effectiveness and efficiency.</li> </ul>
<p><b>2. Campaign</b></p>	<ul style="list-style-type: none"> <li>• Develop and project manage fundraising campaigns from concept to completion to meet or exceed income and engagement goals. These may include but are not limited to:             <ul style="list-style-type: none"> <li>○ 4 warm appeals (quarterly)</li> <li>○ Acquisition appeals, including Digital Cash Acquisition, as required.</li> <li>○ Lapsed/Single-Gift reactivation appeals, as required</li> <li>○ Gift catalogue</li> <li>○ Emergency appeals (as required)</li> </ul> </li> <li>• Brief the Data Analyst Specialist on segmentation for each campaign, channel, timings for extraction of data and mail house processes.</li> <li>• Collaborate with the Communications &amp; Digital Team to facilitate conception and design of each campaign, and creation/execution of all digital aspects of each campaign, including but not limited to emails, SMS, web, social media, videos, and ads.</li> <li>• Brief the phone and donation processing teams on relevant aspects of each campaign, including external telemarketing agencies where needed.</li> <li>• Brief and manage both the internal and external stakeholders on copy, design, print and production of all digital and print aspects of each campaign.</li> <li>• Work with the Technology and Systems Team to provide snapshots of appeal metrics during active campaigns, with an end of campaign report at completion.</li> <li>• Work with the Digital &amp; Communications Team to provide snapshots of digital performance during active campaigns, make necessary changes to optimise the campaign performance where needed, and integrate the insights and performance into the end of campaign report.</li> <li>• Research, develop, implement, and manage new and innovative campaigns and tactics to help increase donor acquisition and retention, and lifetime giving.</li> </ul>
<p><b>3. Parish appeals</b></p>	<ul style="list-style-type: none"> <li>• Develop and project manage church appeals from concept to production – in collaboration with the Digital &amp; Communications Team - to help meet or exceed income and engagement goals.</li> <li>• Collaborate with diocesan teams to ensure church collateral and resources are relevant, appealing, delivered in a timely manner and used effectively to engage priests, parish staff, parish speakers and prospective donors, including but not limited to the parish appeal video.</li> <li>• Support diocesan teams and other stakeholders in the promotion of the appeal to help drive engagement and income.</li> <li>• Collaborate with Communications, Digital and diocesan teams to promote campaigns across multiple channels, including parishes, web, social media, Catholic publications, etc.</li> <li>• Work with the Technology and Systems Team to provide snapshots of appeal metrics during active campaigns – primarily EOFY and World Mission Month – with an end of campaign report upon completion.</li> </ul>
<p><b>4. Community fundraising</b></p>	<ul style="list-style-type: none"> <li>• Coordinate all inbound community fundraising queries and work with relevant Diocesan Directors to ensure the fundraiser is resourced and supported in their efforts.</li> <li>• Manage engagement with third-party providers, e.g., Inspired Adventures, mycause, etc.</li> <li>• Collaborate with Programs, Communications &amp; Digital and Fundraising Teams to develop any relevant promotional materials or activities to help facilitate community fundraising.</li> <li>• Work with the IGM to help launch the <i>In Celebration</i> campaign, and engage with the Philanthropy Manager to support the launch of the <i>In Memory</i> campaign.</li> </ul>
<p><b>5. Program management</b></p>	<ul style="list-style-type: none"> <li>• Collaborate with the Regular Giving Coordinator to deliver our triannual donor stewardship newsletter, <i>Mission Together</i>.</li> <li>• Manage income and expenditure to ensure campaign success and that financial and engagement objectives are met.</li> <li>• Travel within Australia and internationally to gather content for campaigns as required.</li> <li>• Collaborate with internal stakeholders to integrate campaigns, parish appeals and community fundraising into other areas of fundraising, formation, and communication to maximise the benefit to, and engagement with, CM.</li> <li>• Regularly review and refresh generic donor communications, in collaboration with the Community Engagement - Supporter Services Team (SST), such as             <ul style="list-style-type: none"> <li>○ Single Gift Welcome Journey</li> <li>○ Donor receipts</li> <li>○ Website</li> </ul>             to ensure these communication pieces are relevant, engaging, accurate, and donor-centric.           </li> </ul>
<p><b>6. Digital cash acquisition</b></p>	<ul style="list-style-type: none"> <li>• Collaborate with the IGM and Digital Marketing Manager (DMM), along with external stakeholders such as digital agencies, to plan, implement, and report on a digital cash acquisition program.</li> </ul>

	<ul style="list-style-type: none"> <li>• Ensure alignment between warm appeals and the potential for digital cash acquisition, working with the DMM to monitor how ads are performing and adjust the campaign as needed.</li> <li>• Create a strong foundation in the digital space to drive new acquisition to supplement other programs such as single giving, regular giving, major gift, and bequest, collaborating with the relevant program managers where needed.</li> <li>• Work with the Technology and Systems Team to provide snapshots of metrics during active campaigns, with an end of campaign report at completion.</li> </ul>
7. Comply with CM’s Safeguarding of Children and Vulnerable Adults policy and code of conduct.	<ul style="list-style-type: none"> <li>• Comply with best practice for safeguarding children and vulnerable people in accordance with established laws, standards and organisation policy and procedures.</li> <li>• Breaches are identified and reported where appropriate, in order to eliminate or prevent the abuse of children and/ or vulnerable people.</li> <li>• For those in managerial or supervisory roles: Promote and implement safeguarding training (including induction and ongoing training), safeguarding practices and record-keeping within CM.</li> </ul>
8. Comply with Catholic Mission work, health and safety measures and standards.	<ul style="list-style-type: none"> <li>• Comply with best practice for safe work practices in accordance with established laws, standards and organisation policy and procedures.</li> <li>• Risks/hazards are identified and reported where appropriate, in order to eliminate or prevent the risk recurring.</li> <li>• Consultative processes provided by Catholic Mission are engaged.</li> <li>• For those in managerial or supervisory roles: Promote and implement workplace safety training (including induction and ongoing training), practices and record-keeping within CM.</li> </ul>

**Challenges of the Position**

- Achieving best practice in fundraising across direct mail, digital, phone and other channels.
- Understanding and appreciation toward fundraising and best practice across CM, especially amongst regional staff.
- Increasing strategic and operational use of the database for campaigns, segmentation, etc.
- Creatively, efficiently, and cost-effectively achieving positive results.
- Consistency in implementing parish appeals across CM, including collateral.

**Person Specification**

**Experience**

- 2+ years demonstrated experience in fundraising/marketing.
- Understanding of/interest in fundraising principles.
- Proven ability to maintain good relationships with external and internal stakeholders.
- Experience with CRMs, Microsoft Suite, online project management tools, and file storage/sharing including
  - Salesforce (preferred)
  - Excel, Word, Outlook, Teams
  - Monday.com
  - Dropbox/SFTPs
- Experience in database use and data analysis advantageous for synthesising and preparing reports/data lists alongside Data Team.
- Interest in working for the not-for-profit sector.

**Skills**

- Be a team player with the ability to collaborate with (and lead collaboration of) others.
- Ability to prioritise and work effectively to meet project deadlines.
- Excellent organisational and time management skills.
- High level of attention to detail and accuracy.
- Strong communication skills including written, verbal, interpersonal, influencing, negotiation and presentation.
- Self-motivated and works autonomously, using initiative when required, with a disciplined and determined approach.
- Be enthusiastic, resilient, adaptable, and energetic.
- Learning mindset with commitment to bringing best practice in fundraising to CM.

**Additional Desirable**

- Understanding and appreciation of the role of the Catholic Church in mission.

<b>Other</b>	<input checked="" type="checkbox"/> All applicants must be eligible to work within Australia. <input checked="" type="checkbox"/> A Criminal History Check is required for this position. <input checked="" type="checkbox"/> A Working with Children Check is required for this position. <input checked="" type="checkbox"/> This position requires occasional travel both internationally and nationally. <input checked="" type="checkbox"/> Commitment to CM’s agency requirements, including attendance at staff and management meetings; completion of all finance and operational reporting requirements as per CM’s policies and/or line manager’s directive, adherence to program, HR and Finance policies and procedures. <input checked="" type="checkbox"/> If FTE (full-time equivalent)=1.0, you will receive a Mobile Phone Allowance of \$325.00pa. If FTE is less than 1, you receive a pro rated Mobile Phone Allowance. <input checked="" type="checkbox"/> Capacity to work outside standard business hours.
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<b>Key Stakeholders/Relationships</b>	
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<b>Internal</b>	<ul style="list-style-type: none"> <li>• Individual Giving Manager</li> <li>• Campaigns Coordinator</li> <li>• Fundraising Team</li> <li>• Director of Community Engagement</li> <li>• Philanthropy Manager</li> <li>• Communications and Digital Team</li> <li>• Programs Team</li> <li>• Mission Formation</li> <li>• Diocesan Directors and Diocesan Support Staff</li> <li>• Finance</li> <li>• Technology and Systems (Data/Salesforce) Team</li> </ul>
<b>External</b>	<ul style="list-style-type: none"> <li>• Supporters</li> <li>• Suppliers/Contractors</li> <li>• Consultants</li> </ul>

PREPARED BY		REVIEWED BY	
<b>Name</b>	Aynsley Vernon	<b>Name</b>	Matthew Gibson
<b>Position Title</b>	Individual Giving Manager	<b>Position Title</b>	Interim Fundraising Manager
<b>e-Signature</b>	EM200173	<b>e-Signature</b>	EM200137
<b>Date</b>	14/04/2026	<b>Date</b>	15/04/2026
AUTHORISATION: 1 <sup>st</sup> Level		AUTHORISATION: 2 <sup>nd</sup> Level	
<b>Name</b>	Terry Einfeld	<b>Name</b>	Peter Gates
<b>Position Title</b>	HR Specialist	<b>Position Title</b>	National Director
<b>Employee ID # Authorisation</b>	200156	<b>Employee ID # Authorisation</b>	100GATP
<b>Date</b>	28/04/2026	<b>Date</b>	30/04/2026