

Job Title: Fundraising Manager
Hours: Full-time
Location: Sydney Office (and in the field)

About the Organisation:

At Al-Ayn, we are dedicated to providing orphaned children living in poverty with the resources and opportunities needed to overcome their challenging circumstances. We believe that when a child realises their potential, it not only transforms their future but also positively impacts their families, communities, and society as a whole. Our mission is driven by our core values of transparency, dignity and empowerment.

Job Overview:

The Fundraising Manager is a core member of the Communications team and is responsible for leading and managing fundraising activities across Australia. While based in the Sydney office, the role oversees fundraising operations and teams in Perth, Melbourne and Brisbane, ensuring campaigns and initiatives are delivered effectively across all regions.

The post holder will develop and manage fundraising campaigns that generate donations from a variety of sources, while providing regular progress updates to the Australian team against agreed targets and plans. Key responsibilities include identifying and engaging with potential donors and businesses, organising fundraising events, applying for grants, and project managing national and regional teams of Fundraisers, Stall Attendants and Volunteers.

Key responsibilities:

Fundraising Strategy

- Oversee and implement the organisation's fundraising strategy across Australian offices in the following areas:
 - Community engagement
 - Key supporter engagement and retention
 - Telephone fundraising
- Support the Communications Manager in developing and implementing innovative strategies to engage new communities and demographics.

Stakeholder and Donor Engagement

- Manage and build strong relationships with key stakeholders, including organisations, community figures and professionals, through on-site visits and scheduled meetings.
- Maintain regular engagement with donors and supporters to strengthen relationships and encourage ongoing support.

Campaigns and Events

- Lead and manage key seasonal campaigns, including Ramadan, Muharram and Winter, ensuring clear plans, tasks and deadlines.
- Plan and deliver fundraising events and activities throughout the year.

Team Leadership and Coordination

- Manage and coordinate Fundraisers, Stall Attendants and Volunteers across Sydney, Perth, Melbourne and Brisbane, delegating tasks and ensuring alignment with national fundraising targets.
- Lead the training and development of fundraising and donor relationship management practices across the team.

Reporting and Systems

- Provide regular fundraising reports and progress updates to senior management on donations against fundraising targets.
- Maintain and update donor data in Salesforce following donor interactions and activities.
- Champion the use of Salesforce, utilising it to generate fundraising data and management information (MI) to track performance and identify trends.

Operational Support

- Oversee the distribution of merchandise and marketing materials across Australia.
- Undertake other office or fundraising-related tasks as required.

Additional Requirements:

- Bachelor's degree in Marketing, Communications, Business, or a related field, or a minimum of two years' relevant experience in fundraising, sales, or a similar role.
- Proven experience in fundraising, donor engagement, sales, community outreach, or business development, preferably within the nonprofit or charity sector.
- Excellent verbal communication and interpersonal skills, with the ability to engage and build trust with diverse stakeholders, including donors, community leaders and partner organisations.
- Strong organisational and project management skills, with the ability to manage multiple campaigns, events and priorities simultaneously.
- Highly motivated, proactive and results-driven, with the ability to work independently as well as collaboratively within a team.
- Demonstrated leadership ability or experience managing volunteers, fundraisers, or teams.
- High level of integrity and professionalism, with a strong commitment to maintaining confidentiality and ethical fundraising practices.
- Experience using CRM systems (such as Salesforce) or the ability to quickly learn and utilise data systems for donor management and reporting.
- Flexibility to work outside standard working hours when required during key campaigns and events.

Skills and Competencies:

Skill / Competency	Essential	Desirable
Strong communication skills and ability to build connections with community members and community centres	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Strong attention to detail and accuracy	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Proactivity and self-motivation	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to manage pressure and meet deadlines	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to prioritise tasks and manage competing demands	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to work effectively as part of a team	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Strong organisational and time-management skills	<input checked="" type="checkbox"/>	<input type="checkbox"/>
High level of integrity and ability to maintain confidentiality	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Willingness to learn and adapt	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Problem-solving and analytical thinking	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Experience using CRM software (e.g. Salesforce)	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Understanding of charitable donations (e.g. Khums, Sadaqa, Zakat)	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Degree and/or qualifications in Communications, Sales or Marketing	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Experience working in a charity or not-for-profit environment	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Al-Ayn is an equal opportunity employer and encourage applications from all backgrounds. We value diversity and are committed to providing a workplace free from discrimination in accordance with Fair Work and anti-discrimination legislation.