Position Description

Fundraising Manager

POSITION TITLE	Fundraising Manager
TEAM	Engagement
LOCATION	Ballina, NSW and hybrid working from home
MANAGER	Head of Supporter Relationships
STATUS	Part time
HOURS	0.8 FTE
REMUNERATION	This position is classified as Level 5 under the Social, Community, Home Care and Disability Services Industry Award 2010. Above Award remuneration is negotiable based on relevant qualifications and experience.

About us

Human Nature is an independent, not-for-profit youth mental health organisation supporting young people aged 14–18 with moderate to high mental health needs, particularly those who struggle to access or benefit from conventional clinic-based services.

Our relationship-first model takes mental health care beyond the clinic—into homes, communities and nature. Our qualified mental health professionals adapt place, pace and approach around each young person, combining evidence-based therapeutic care with movement, nature and practical support to build trust, improve wellbeing and reconnect young people with relationships, education, employment and community.

Human Nature's model is independently evaluated and nationally accredited. Having established a strong service on the Far North Coast of NSW, we are now preparing for our next stage of growth and impact.

Position summary

We're looking for an experienced fundraiser who loves turning relationships, ideas and compelling stories of impact into sustainable support.

The Fundraising Manager will lead Human Nature's day-to-day fundraising program, working closely with the CEO, Head of Supporter Relationships, and Grants and Philanthropy Manager to build sustainable income that protects our existing service and enables us to reach more young people through scaling our services.

This is a hands-on role spanning fundraising campaigns, events, corporate partnerships, grant development and support for government and strategic stakeholder engagement. You'll also take responsibility for the systems, processes and supporter experience that sit behind our fundraising including our website donor journey, CRM, EDM and donation platforms, continually looking for smarter ways to strengthen supporter engagement and fundraising performance.

Key focus areas:

- Fundraising and income generation
- Partnerships and stakeholder engagement
- Supporter engagement and fundraising communications
- Fundraising systems, digital experience and performance

Fundraising and income generation

- As part of a team, implement Human Nature's Fundraising Strategy and contribute to annual fundraising planning and income targets.
- Develop and deliver fundraising campaigns, appeals, events and other income-generating initiatives from concept through to evaluation.
- Identify and develop new fundraising opportunities across appropriate streams, with a focus on sustainable income and return on investment.
- Work collaboratively with the Grants and Philanthropy Manager to identify and pursue grant and philanthropic opportunities, taking lead responsibility for agreed applications and associated funder requirements.
- Use fundraising results and insights to continually strengthen activity, supporter engagement and income performance.

Partnerships and stakeholder engagement

- Develop and grow agreed corporate and supporter relationships within the fundraising strategy, working closely with the Head of Supporter Relationships and CEO on priority relationships.
- Build and manage a strong pipeline of prospective corporate partners and develop tailored approaches, proposals and partnership opportunities.
- Support the CEO with significant corporate, government and strategic stakeholder engagement, including preparation of relevant briefings and materials.
- Manage stewardship, reporting and relationship development to strengthen existing partnerships and identify opportunities for deeper engagement.
- Look for opportunities for partners to contribute beyond funding through their people, expertise, networks and pathways.

Supporter engagement and fundraising communications

- Develop and deliver fundraising and engagement communications across campaigns, events, email, website, social media and other relevant channels.
- Brief and manage external designers, communications specialists and other suppliers where specialist expertise or additional capacity is required.
- Maintain consistency of Human Nature's brand, voice, key messages and ethical storytelling approach across external communications and supporter-facing materials.
- Coordinate key external communications and supporter-facing materials required to support fundraising and engagement, including website content, brand consistency and the annual Impact Report.

Fundraising Systems, Digital Experience and Performance

- Lead and continually improve the digital donor journey, including the fundraising components of Human Nature's website, EDMs and online donation experience.
- Manage the fundraising technology stack and ensure CRM, email marketing, donation and related platforms support high quality data, segmentation, and effective supporter engagement.
- Coordinate day-to-day fundraising operations, including supporter acknowledgements and follow-up, campaign administration and preparation of supporter and partnership materials.
- Monitor fundraising performance, pipeline, engagement and return on investment, using insights to continually improve systems, activity and results.

Selection criteria

Aligned to the values of Human Nature

- Inspired by nature - You understand the role nature, movement and connection can play in wellbeing.
- Positively challenging the status quo - You're curious, resourceful and prepared to find better ways of doing things.
- Power in connection - You build genuine relationships and understand that trust is at the heart of effective fundraising.
- Feel the difference we make - You're motivated by results and want your work to contribute directly to better outcomes for young people.

Essential criteria

- Proven fundraising and income generation experience, with direct responsibility for developing, delivering and evaluating fundraising activity, achieving income targets and considering return on investment.
- Strong digital fundraising and CRM capability, including experience with CRM systems, email marketing, digital platforms, online fundraising and donor journeys.
- Proven stakeholder engagement and relationship management skills, including experience developing and maintaining relationships with corporate partners, sponsors, donors and other key stakeholders.
- Strong project management and organisational skills, with the ability to manage end-to-end projects, competing priorities, deadlines and budgets effectively.
- Excellent written and verbal communication skills, confidence presenting and pitching, and demonstrated ability to develop compelling funding proposals, grant applications, donor communications and funder reports that clearly articulate evidence and impact.
- Knowledge of ethical fundraising practice, privacy and responsible management of donor information.
- The right to work in Australia, current unrestricted Australian Driver's Licence, NSW Working with Children Check and satisfactory National Police Check.

Highly regarded

- Experience within the not-for-profit, mental health, youth or community sectors.
- Government or public-sector stakeholder engagement experience.