Guide Dogs.

Position Description

Position Title: Donor Acquisition & Development Lead
Department: Community Engagement
Reports to Position: Donor Relations and Commercial Fundraising Manager
Direct Reports: Nil.
Location: Guide Dogs Queensland, Bald Hills, with flexible working arrangements as applicable

NDIS/Blue Card Risk Assessed Role
Managers to complete risk assessment – please select:
Key Personnel Role ☐ Yes ☒ No
Delivery of support/services to clients ☐ Yes ☒ No
More than incidental contact with clients ☒ Yes ☐ No
Work in settings, outside of GDQ, while children are present ☒ Yes ☐ No

Portable Long Service Leave
This role is not entitled to Portable Long Service Leave.

Position Purpose

The purpose of this role is to lead Guide Dogs Queensland's donor acquisition and lead development function, growing a strong and sustainable pipeline of prospective and active supporters. The role develops and delivers strategies to attract new audiences, generate and progress quality donor leads, and create effective pathways into Regular Giving, Mid Value, Major Gifts, Bequests and other fundraising opportunities. Using data, testing and supporter insights, the role will identify and optimise audiences, channels and approaches to continually improve donor acquisition, conversion and long-term fundraising outcomes.

Key Accountabilities

- Deliver a strategic and sustainable donor acquisition and lead-generation approach aligned with fundraising priorities, targets and growth objectives.
- Build and maintain a strong pipeline of quality donor leads, with effective qualification, segmentation and progression into relevant fundraising programs.
- Establish and optimise clear supporter pathways into Regular Giving, Mid Value, Major Gifts, Bequests and other fundraising opportunities to maximise conversion and long-term donor value.
- Drive continuous improvement in acquisition performance by identifying, testing and evaluating new audiences, channels, propositions and approaches.
- Establish and monitor key acquisition measures, including lead volume, quality, conversion, progression and donor value, using insights to inform future activity and investment.

- Partner with Program Leads, internal teams, agencies and suppliers to deliver coordinated acquisition activity that supports broader fundraising objectives.
- Contribute to acquisition budgets, forecasts, targets and performance reporting, providing informed recommendations on investment, opportunities and priorities while ensuring activity remains supporter-centred and commercially responsible.

Knowledge, Skills and Experience

Essential

- Relevant qualification and/or demonstrated experience in fundraising, marketing, customer acquisition, lead generation, direct marketing or a related discipline.
- Demonstrated experience developing and delivering acquisition and lead-generation strategies that grow and develop donor or customer pipelines.
- Strong understanding of donor/customer journeys, including acquisition, conversion, progression and longer-term value.
- Demonstrated ability to use data, audience insights and performance results to identify opportunities, inform decisions and improve outcomes.
- Strong analytical, problem-solving and project management skills, with the ability to work independently, exercise initiative and manage competing priorities.
- Strong communication and stakeholder management skills, with the ability to develop effective relationships and work collaboratively with internal teams, agencies and external partners.
- Strong digital capability, including experience with CRM, fundraising, marketing automation or related systems, with an understanding of relevant privacy, data protection and ethical requirements.

Highly Desirable

- Experience in the not-for-profit or charitable fundraising sector, particularly across mass fundraising, regular giving or supporter acquisition.
- Experience developing donor pathways into Regular Giving, Mid Value, Major Gifts, Bequests or other fundraising programs.
- Experience delivering digital acquisition, paid media or lead-generation campaigns, including working with agencies and specialist partners.
- Experience using CRM, fundraising and marketing automation platforms such as Salesforce, Funraisin or Ortto, including segmentation, testing and automation.

- Experience developing and testing new acquisition approaches, including the use of emerging technologies and AI to improve fundraising or supporter engagement outcomes.

Pre-Employment Screening

As part of Guide Dogs Queensland's recruitment and selection process, the successful applicant will be required to undergo relevant pre-employment screening and criminal-history checks.

This may include NDIS Worker Screening and Blue Card screening where required by legislation or the assessed responsibilities of the role. These checks help ensure workers do not pose an unacceptable risk to the safety and wellbeing of clients, participants, children or other vulnerable people.

Working Conditions and Environment

The role is primarily based at Guide Dogs Queensland's Bald Hills campus, with some work undertaken away from the office.

The position requires regular engagement with donors, volunteers, community leaders and other external stakeholders. This may include attendance at donor meetings, networking activities, site visits, functions and special events.

Some work outside normal business hours, including occasional evening and weekend work, will be required. Occasional intrastate and interstate travel may also be necessary.

I acknowledge that I have read and understood the key performance areas described in this Position Description and agree to carry out my duties to meet these outcomes to the best of my ability. I also understand that at times I may be required to undertake other duties that are not listed in this statement. I have received a copy of this Position Description for my records

(Only to be signed by the successful candidate or position holder – not to be signed by applicants for the position).

X

Employee's Signature
Print Name and date:

X

Manager's Signature
Print Name and date:

Date Commenced Employment: Click here to enter a date.

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