

Acquisition and Supporter Engagement Coordinator

Position Description

**GREATER
MELBOURNE
FOUNDATION**

Reports to	Philanthropy Engagement Manager
Key relationships	Philanthropy Support Coordinator Marketing and Communications Coordinator Communications and External Affairs Manager Engagement Team Impact Team
Key Information	0.6-0.8 FTE, with flexible working hours. Salary range: \$85,000-\$90,000 FTE, plus superannuation Hybrid working requiring a minimum of 3 days in the office (Melbourne)

Our Vision

A just and equitable Greater Melbourne where communities thrive.

Our Purpose

We work together with communities so they can address their needs and remove the barriers to a just and equitable society.

Our Values

We act with humility

We are open and transparent; we show up as our true selves, speak honestly with respect and care for people and planet, we are humble and act with integrity. We demonstrate allyship, foster solidarity and value differences. We value real conversations and foster inclusivity, generosity and accessibility, so everyone feels seen, heard, and respected.

We are ambitious

We are ambitious for positive change; we innovate and strive for excellence and make things happen, because we understand the urgency of significant transformative change.

We are courageous

We lean into the unknown, take risks and embrace challenges, even when we don't have all the answers. We see uncertainty as an opportunity to grow, learn, and adapt.

We are curious

We acknowledge and value the expertise and wisdom of others and are open to feedback and learning. We approach every situation with an open mind and embrace a mindset of continuous improvement and learning.

The role

The Acquisition and Supporter Engagement Coordinator is responsible for attracting and engaging new supporters and building the Foundation's pipeline for community philanthropy. The role focuses on growing participation by designing and delivering supporter journeys that introduce people to the organisation, strengthen connection, and build momentum towards ongoing engagement and increased giving.

The role is accountable for creating meaningful engagement experiences that build trust, relevance and long-term commitment to community philanthropy. It helps people understand the issues impacting Greater Melbourne and the role philanthropy can play in addressing them, strengthening motivation and intent to give. Working closely with the Philanthropy Engagement Manager, the role ensures a steady flow of engaged supporters progressing through the pipeline, contributing to a thriving, connected donor community, as articulated in Strategy 2030.

Key responsibilities

- Work closely with the Philanthropy Engagement Manager to identify and progress engaged supporters towards deeper participation and long-term giving, strengthening a growing movement of community philanthropy
- Implement supporter journeys that introduce people to the organisation – strengthening connection and contributing to the development of a thriving donor community
- Manage a portfolio of relationships through consistent, high-quality engagement that builds trust, fosters long-term connection and supports participation in community philanthropy
- Connect supporters to the purpose of the Foundation by building awareness of community issues and the role of philanthropy in enabling change, strengthening motivation and intent to give
- Partner with the Impact Team to create meaningful and accessible supporter experiences that deepen engagement, connect people to impact and grow understanding of effective philanthropy and community-led change
- Plan and deliver a calendar of acquisition and engagement events that introduce new people to the Foundation and deepen connection with existing supporters, ensuring every event has a clear audience purpose, engagement pathway and follow-up plan
- Coordinate supporter communications, events and engagement activities in collaboration with the Marketing and Communications Coordinator to support a consistent and integrated approach that builds momentum and participation
- Ensure supporters are informed, valued and connected through timely, relevant and values-aligned engagement across all touchpoints, creating a sense of belonging within a growing community of giving
- Maintain accurate supporter records and CRM data (Foundant) to support engagement tracking, insights and pipeline visibility
- Use data, feedback and insight to continuously improve supporter experience and engagement approaches to deepen participation in giving

Key selection criteria

- Experience in supporter engagement, community engagement, fundraising, marketing or relationship coordination, with a track record of building participation in purpose-driven or community-focused environments
- Demonstrated ability to deliver engagement activities, journeys or experiences that build trust and connection to strengthen participation in community philanthropy
- Proven ability to attract, engage and grow early-stage relationships, contributing to pipeline development, movement-building and long-term growth in participation and giving
- Strong capability in connecting people to purpose, building understanding of community issues and the role of philanthropy in enabling change, and supporting stewardship of supporter relationships over time
- Highly developed communication skills with the ability to create clear, engaging and accessible supporter messaging, and experience working collaboratively across teams to deliver integrated engagement outcomes
- Data, systems and CRM management (ideally Foundant), with the ability to maintain accurate records, track engagement activity and use insights to improve engagement, participation and outcomes