



Position Description

Position	Community Partnerships & Fundraising Lead
Reports to	General Management
Direct reports	NA
Internal stakeholders	COUCH team, Board Directors, Fundraising and Marketing Committee (FMC)
External stakeholders	Corporate partners, donors, local businesses, government agencies, community groups

Position Summary

The Community Partnerships & Fundraising Lead is a results-focused fundraising professional, commercially responsible for growing and converting community goodwill into meaningful revenue for COUCH. With a strategic emphasis on securing donations, building corporate partnerships, and maximising the success of key initiatives such as the Champions of COUCH campaign, the role is ideally suited to a natural relationship builder who thrives on making connections and translating them into tangible support. The successful candidate will have a genuine passion for making positive change, using their strong results-driven skillset to help COUCH grow and expand its services.

Key Accountabilities and Performance Criteria

Fundraising and Revenue Generation	
<ul style="list-style-type: none"> • Drive financial growth by converting relationships and leads into donations, structured giving, and sponsorships • Craft compelling proposals and presentations tailored to meet the needs of corporate audiences • Identify and secure corporate partnerships that align with COUCH's mission and funding priorities • Lead and grow the Champions of COUCH campaign turning supporter interest into long-term financial support • Build and maintain a strong network of potential donors through strategic outreach and personalised communication • Identify and partner with event organisers, positioning COUCH as a charity partner • Attend networking functions, community events, and industry meetings to proactively generate new leads • Confidently represent COUCH as a brand ambassador in public forums and one-on-one engagements 	<ul style="list-style-type: none"> • Fundraising Revenue Target - Contribute to achieving the annual \$1 million fundraising and revenue target by securing donations, sponsorships and structured giving • "Champions of COUCH" Growth - Increase the number of new Champions of COUCH by 20% each quarter through targeted outreach and campaign leadership • New Corporate Partnerships - Secure a minimum of 5 new corporate partners per quarter that align with COUCH's mission and funding priorities • Donor & Partner Retention - Achieve a donor retention rate of over 45% and a year-on-year corporate partner retention rate of at least 50% • Report monthly on income secured and pipeline progression • Maintain active engagement with key community contacts

Fundraising Campaigns and Third-Party Support	
<ul style="list-style-type: none"> Plan, execute and support key fundraising campaigns, including collateral, prize procurement, and supporter engagement Provide materials and guidance for third-party fundraisers, ensuring brand alignment and revenue maximisation Work cross-functionally to amplify campaigns through COUCH's marketing, digital, and events channels 	<ul style="list-style-type: none"> Sponsorship Deliverable Fulfillment - Ensure 100% of all sponsorship and donor obligations are completed by the agreed upon deadlines Third-Party Fundraiser Support - Provide timely collateral and support to 100% of approved third-party fundraisers, ensuring brand alignment and maximising revenue
CRM and Donor Administration	
<ul style="list-style-type: none"> Maintain accurate and up-to-date donor records using the CRM system Track donor touchpoints, pledges, acknowledgements, and outcomes Ensure timely fulfilment of all donor and partner obligations Produce reports and insights to support donor retention and strategy 	<ul style="list-style-type: none"> CRM Data - Maintain 100% accuracy in logging all donor interactions, pledges and outcomes in the CRM system, and produce a quarterly insights report using CRM data
Fundraising & Marketing Committee	
<ul style="list-style-type: none"> Attend and contribute to committee meetings 	<ul style="list-style-type: none"> Lead and implement actions as directed by the Fundraising and Marketing Committee
Monitoring & Evaluation	
<ul style="list-style-type: none"> Proactively identify opportunities for improving processes and increasing efficiency Monthly reporting on agreed measures and KPIs to track fundraising progress 	<ul style="list-style-type: none"> Approved development initiatives to maintain and extend knowledge and skill base required for effective performance met
Quality, Risk & WHS	
<ul style="list-style-type: none"> Maintain awareness and comply with organisational policies, standards and reporting requirements. 	<ul style="list-style-type: none"> Learning / development needs identified Policy, standards and WHS compliance
Team COUCH	
<ul style="list-style-type: none"> Role model and promote the values of the organisation, with individual actions contributing to the success and reputation of COUCH All other duties as requested 	<ul style="list-style-type: none"> Individual actions and contributions enhance the success and reputation of COUCH

Required Education, Training, Knowledge and Experience

Key Skills & Experience

- Proven ability to meet or exceed fundraising or sales revenue targets
- Experience converting leads into donations, structured giving, corporate partnerships or customer sales
- Strong relationship-building skills with donors, corporate partners, community supporters or customers
- Confident communicator who can inspire giving through written and verbal messaging
- Comfortable attending events and proactively networking to generate new leads
- Skilled in managing fundraising campaigns from planning to execution
- Proficient in CRM systems with strong attention to detail and accurate data tracking
- Organised, outcomes-focused, and able to manage multiple projects and deadlines
- Collaborative, with experience working cross-functionally on marketing and campaign promotion
- Previous experience in the not-for-profit sector is highly desirable

Desirable Attributes

- Strong attention to detail
- Excellent time management with the ability to meet deadlines across multiple projects
- Ability to work both independently and collaboratively
- A passion for community engagement

Personal Attributes

- Dedication to making a difference in the lives of those impacted by cancer with a genuine commitment for improving health services for people.
- Self-starter who is results driven.
- Ability to clarify and share expectations.
- Exceptional communicator, with empathy, respect and compassion.
- Ability to use judgement, initiative and commonsense when performing duties.
- Strong organisational skills that reflect the ability to perform and prioritise multiple tasks seamlessly with excellent attention to detail.
- High level of emotional maturity and intelligence.
- Highly resourceful team player with the ability to also be extremely effective independently.
- Forward looking thinker who actively seeks opportunities and proposes solutions.

