



## POSITION DESCRIPTION

<b>Job Title:</b>	Director of Fundraising, Marketing and Communications
<b>Business Unit:</b>	Fundraising, Marketing and Communications
<b>Reports To:</b>	CEO
<b>Direct Reports:</b>	5 direct reports, 7 indirect reports
<b>Location:</b>	Melbourne or Sydney
<b>Hours:</b>	Full-time, Monday to Friday
<b>Position end date:</b>	N/A
<b>PD created/updated:</b>	July 2025

### About Red Nose

Red Nose is a national charity working to save little lives through research and education and to support families impacted by the death of a baby or child during pregnancy, infancy and early childhood.

Red Nose is Australia's leading authority on safe sleeping and safe pregnancy advice and has been a key provider of bereavement support following pregnancy, infant and child loss for over 40 years. We work hard to ensure parents whose baby or infant dies suddenly or unexpectedly are able to access appropriate bereavement support and care; regardless of where they are based in Australia.

The Fundraising, Marketing and Communications team work together to grow and unite support for Red Nose and our work in Australia. We work to raise awareness of our mission and our impact; deepen engagement with new parents, bereaved families and health care professionals; and raise revenue through direct donations and grants activity.

### Position Purpose

Provide strategic leadership to drive sustainable revenue growth through innovative, values-aligned fundraising. Oversee and grow Red Nose's fundraising portfolio as a critical enabler of the organisation's mission.

Lead the Fundraising, Marketing and Communications area to ensure Red Nose's brand, community engagement, and supporter experience strengthen our reach, voice and connection with the community

Provide governance oversight to ensure Red Nose's operations are safe, effective, service user-centred, legally compliant, and aligned with Red Nose's mission and values.

### Key Internal Relationships

- CEO
- Executive Management Team
- Business Unit Managers
- Board & Board Sub Committees
- Direct Reports

### Key External Relationships

- Government agencies and funders
- Peak bodies and sector partners
- Regulatory and accreditation bodies
- Media
- External suppliers and contractors
- Corporate partners and customers

Area of Focus	Key Responsibilities	Key performance measures
Fundraising Leadership	<ul style="list-style-type: none"> <li>• Lead development and implementation of the multi-channel fundraising strategy to deliver sustainable and diversified revenue</li> <li>• Identify and pursue new funding opportunities and lead the development of business cases and funding submissions to support growth initiatives</li> <li>• Foster innovation, collaboration, accountability and a culture of high performance.</li> <li>• Provide active coaching and mentoring; conduct regular one-on-ones and appraisals to support team performance and development</li> <li>• Foster innovative and donor-centric fundraising approaches that reflect the unique relationship between Red Nose and its supporters</li> <li>• Develop frameworks to enable and grow community and volunteer-led fundraising initiatives, ensuring alignment with Red Nose's brand and supporter experience</li> <li>• Develop and manage business unit budgets and forecasts to support delivery of fundraising and marketing objectives</li> <li>• Oversee the delivery of integrated marketing and fundraising campaigns across digital and traditional platforms</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic and operational plans developed and implemented.</li> <li>• Operational KPIs achieved</li> <li>• Positive workforce engagement and culture outcomes</li> <li>• Team performance and development objectives achieved</li> </ul>
Communications and Brand Leadership	<ul style="list-style-type: none"> <li>• Lead development and implementation of the overarching communications and marketing strategy to increase Red Nose's visibility, reach, and influence</li> <li>• Lead brand development projects ensuring consistency across all platforms</li> <li>• Oversee a unified digital strategy to enhance reach, reduce duplication, and optimise digital engagement</li> <li>• Lead media engagement and act as a media spokesperson when required</li> <li>• Guide internal communications and ensure consistency of messaging across all business units</li> <li>• Oversee delivery of creative assets that support brand-level and program-specific campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Increased brand recognition and digital engagement metrics</li> <li>• Media and public relations objectives achieved</li> <li>• Internal and external communications are consistent and aligned with brand</li> <li>• Stakeholder feedback on communication effectiveness</li> </ul>
Strategic Leadership and Governance	<ul style="list-style-type: none"> <li>• Provide strategic leadership aligned with Red Nose's mission, vision, and strategic goals</li> </ul>	<ul style="list-style-type: none"> <li>• Strategic goals and compliance obligations achieved</li> </ul>

Area of Focus	Key Responsibilities	Key performance measures
	<ul style="list-style-type: none"> <li>Oversee governance frameworks for quality, safety (including WHS), compliance, risk management and consumer engagement within portfolio.</li> <li>Ensure organisational compliance with legal, regulatory, accreditation and governance frameworks.</li> <li>Lead business unit contributions to strategic planning, reporting, and evaluation.</li> <li>Escalate systemic risks and critical incidents appropriately.</li> </ul>	<ul style="list-style-type: none"> <li>Risk and quality governance reporting completed.</li> <li>Board and CEO reporting requirements met</li> </ul>
Quality, Safety and Risk Leadership	<ul style="list-style-type: none"> <li>Lead operational implementation of quality, safety and risk systems within the business unit.</li> <li>Collaborate with functional leads (e.g., Safety and Quality Manager) to maintain standards.</li> <li>Monitor and manage emerging operational risks, including cyber and data security risks.</li> <li>Support and champion continuous improvement and consumer participation initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>Risk registers maintained</li> <li>Compliance with accreditation standards (e.g., NSQDMH, WHS, Privacy).</li> <li>Incident and feedback trends monitored and addressed.</li> </ul>
Stakeholder and Consumer Engagement	<ul style="list-style-type: none"> <li>Build and maintain strong internal and external stakeholder relationships.</li> <li>Embed meaningful consumer engagement strategies.</li> <li>Actively seek, monitor and respond to consumer feedback.</li> <li>Represent Red Nose as a brand ambassador and speaker at public forums, events, and strategic engagements, occasionally outside standard hours</li> </ul>	<ul style="list-style-type: none"> <li>Stakeholder and consumer engagement strategies implemented.</li> <li>Consumer satisfaction outcomes achieved.</li> <li>Partnerships strengthened.</li> </ul>
Broader Organisational Responsibilities	<ul style="list-style-type: none"> <li>Provide visible leadership and role modelling of Red Nose's mission, values and strategic objectives.</li> <li>Champion a positive, collaborative and accountable organisational culture.</li> <li>Complete required training and professional development to maintain leadership, governance, safety and compliance competencies.</li> <li>Lead and contribute to cross-functional collaboration and organisational initiatives.</li> <li>Adapt to changing strategic and operational priorities to support organisational sustainability.</li> </ul>	

Area of Focus	Key Responsibilities	Key performance measures
	<ul style="list-style-type: none"> <li>Ensure responsible and efficient use of resources, in line with financial stewardship principles.</li> <li>Ensure the protection and promotion of consumer rights, privacy, dignity, and access, and embed these principles in organisational systems and decision-making.</li> <li>Uphold Red Nose's policies, procedures and strategic objectives.</li> </ul>	

Qualifications and Experience	
<b>Essential</b>	<ul style="list-style-type: none"> <li>At least 15 years' experience in an area related to fundraising with responsibility for income generation</li> <li>At least 10 years demonstrated leadership experience including effective communication, influencing skills and the ability to lead complex and diverse teams</li> <li>Exceptional relationship skills, including a demonstrated ability to build strong and enduring relationships with philanthropists, corporate entities, media, government and suppliers, with a commercial focus.</li> <li>Proven success in raising funds from major donors, especially through corporate partnerships and support from trusts and foundations.</li> <li>Well-developed communication skills, experience and maturity to relate effectively with internal and external stakeholders</li> <li>Experience working with a highly engaged Board</li> <li>Relevant tertiary qualifications in fundraising, business, marketing or a related discipline</li> <li>Extensive leadership and management experience within relevant sectors.</li> <li>Demonstrated experience in governance, risk management, quality systems and compliance</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>CFRE (Certified Fund-Raising Executive) will be highly regarded</li> <li>Experienced as a media spokesperson</li> <li>Experience with major gifts from individuals</li> </ul>

Skills & Technical Expertise	
<b>Essential</b>	<ul style="list-style-type: none"> <li>Commercially pragmatic, operationally efficient.</li> <li>Strategic and operational leadership skills.</li> <li>Governance, compliance and risk management expertise.</li> <li>Strong stakeholder engagement and partnership building capabilities.</li> <li>Financial and resource stewardship skills.</li> </ul>
<b>Desirable</b>	

Personal Attributes	
<b>Essential</b>	<ul style="list-style-type: none"> <li>Welcoming – creating spaces of comfort, collaboration and belonging</li> <li>Courageous – comfortable with the uncomfortable. willing to have a go, identify mistakes and learn from them</li> <li>Accountable – demonstrating integrity in everything you do</li> <li>Respectful – valuing the contributions of all</li> <li>Everyone together– working together with passion for our cause</li> </ul>

<b>Quality, Safety and Improvement</b>	
<b>Essential</b>	<p><b>Individual responsibilities</b></p> <ul style="list-style-type: none"> <li>• Exercise a duty of care for personal health and safety, and the health and safety of others.</li> <li>• Comply with all safety, quality, privacy and data security policies, procedures and legislation.</li> <li>• Identify and report risks promptly and participate in risk mitigation activities.</li> <li>• Engage in quality improvement and cultural competence initiatives.</li> <li>• Maintain all required certifications, licences, qualifications and screening checks.</li> </ul> <p><b>Executive Leadership Responsibilities</b></p> <ul style="list-style-type: none"> <li>• Lead development, implementation and monitoring of organisational systems for safety, quality, risk management, privacy and continuous improvement.</li> <li>• Ensure compliance with NSQDMH Standards, WHS legislation, privacy laws and child safety requirements.</li> <li>• Champion consumer engagement, cultural competence, workforce wellbeing, and the development of a positive safety culture across the organisation.</li> <li>• Lead or participate in governance committees, strategic planning and evaluation activities.</li> <li>• Promote a culture of continuous learning, feedback, and responsiveness to consumer, stakeholder, workforce and system needs.</li> </ul>

<b>Checks – employment subject to:</b>	
<b>Essential</b>	<ul style="list-style-type: none"> <li>• Right to work verification</li> <li>• National Police Check</li> <li>• Working with Children Check</li> </ul>

<b>Authorisation</b>
Position authorised by: CEO    Employee signature:    Date: