

## Position Description

|                        |                        |
|------------------------|------------------------|
| <b>POSITION:</b>       | Individual Giving Lead |
| <b>CLASSIFICATION:</b> | SCHADS L5              |
| <b>REPORTS TO:</b>     | Head of Fundraising    |
| <b>DATE CREATED:</b>   | November 2025          |

### ORGANISATIONAL ENVIRONMENT

MCM is a leading community support organisation working alongside Victorian communities and families and individuals to live the life they aspire to, their way, providing a broad range of support in homelessness, disability, palliative care, youth housing, community services, family violence, education and inclusive employment service areas. MCM is a leading provider of specialist services for young people experiencing homelessness, providing wraparound support so they can transition to autonomy and their positive pathways of choice.

MCM comprising MCM Services, Hester Hornbrook Academy, MCM Housing and Quantum Support Services work together to disrupt disadvantage and create positive change for Victoria's most vulnerable people.

### DIVERSITY, EQUITY OF ACCESS, AND INCLUSION

MCM is committed to inclusion, equity of access and diversity. We know that diversity helps us to innovate and make the biggest impact possible. Our DEI Strategy On for Inclusion supports and drives an inclusive workplace culture. We recognise that many people continue to face systemic barriers within an employment context, particularly those from First Nations, culturally and linguistically diverse, disability and LGBTIQ+ communities. We are committed to inclusivity and want to continue to learn from and grow our diverse workplace culture. This includes supporting your individual employment needs wherever reasonably possible.

### POSITION CONTEXT

The Individual Giving Lead sits within the Fundraising team, reports to the Head of Fundraising, and is a key member of MCM's Philanthropy, Partnerships & Brand business unit.

Aligning with MCM's 5-year Strategic Plan Goal of 'Deliver', the role is responsible for growing MCM's base of individual supporters through effective donor acquisition, retention, and engagement programs, across single-gift, recurring giving, and mid-value donor segments to increase revenue and lifetime donor value.

The position is hybrid and based at the South Melbourne office.

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## POSITION PURPOSE

To lead MCM's Individual Giving program - encompassing acquisition, retention, and growth of individual donors - to achieve annual income and supporter growth targets.

The Individual Giving Lead develops and executes data-informed strategies to attract, retain, and inspire individual supporters through multi-channel campaigns including direct mail, digital, appeals, and recurring giving.

The role drives donor-centric engagement, ensuring each supporter feels valued and connected to MCM's mission, building a strong foundation for future giving by improving donor journeys, onboarding, upgrade and reactivation initiatives, and mid-value donor pipelines.

The role contributes to a culture of continuous improvement, innovation, and collaboration across the Philanthropy, Partnerships & Brand teams.

This position operates at the Self Leadership level in the MCM Leadership Capability Framework.

## POSITION DUTIES AND RESPONSIBILITIES

### Key Responsibilities – may include but are not limited to the following:

- Lead the development, implementation, and evaluation of an individual giving strategy, including single-gift and recurring giving programs.
- Manage forecasting, and performance reporting to deliver income growth and retention targets.
- Develop annual campaign plans and multi-year growth strategies that align with MCM's fundraising objectives.
- Oversee all individual giving campaigns including acquisition, appeals, reactivation, upgrade, and retention across direct mail and digital channels.
- Manage external agencies and suppliers to ensure campaigns are delivered on time, within budget, and to brand and compliance standards.
- Design and implement supporter journeys that strengthen donor loyalty and lifetime value.
- Oversee onboarding and stewardship communications to ensure a consistent, authentic, and emotionally resonant donor experience.
- Collaborate with the Donor Database and Insights team to segment audiences, analyse trends, and inform strategy.
- Track and report on key metrics such as acquisition rates, retention, ROI, attrition, and lifetime value.
- Work collaboratively to ensure effective data management and privacy compliance.

### Generic and Compliance Responsibilities

- Work as a constructive team member, including building and maintaining positive interpersonal relationships.
- Apply the Organisational Commitments and Requirements (detailed below), including Child Safety and Safety of Vulnerable People, Workplace Health and Safety, Operational Accountability, Diversity, Equity of Access and Inclusion, and Position Description Maintenance.
- If approved to work from home, comply with all the requirements in the MCM Working from Home Workstation Self-assessment Checklist.
- Demonstrate MCM's Values (detailed below).

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- Ensure services are delivered within the framework of MCM's policies and procedures, legislative requirements, relevant service standards, and MCM's Code of Conduct, and MCM's Values.
- Comply with MCM's Employment Safety Screening Procedure.
- Perform other duties and responsibilities within the scope of the employee's skills, competence and training as directed by a person in any more senior role within MCM.

### KEY SELECTION CRITERIA

#### Essential Criteria

- Demonstrated experience (5+ years) in managing individual giving or direct marketing programs within a not-for-profit or fundraising context.
- Proven success in developing and delivering multi-channel fundraising campaigns, including digital, and direct mail.
- Strong analytical skills with the ability to interpret data and make evidence-based decisions.
- Experience developing donor journeys that improve retention, engagement, and lifetime value.
- Excellent communication, stakeholder management, and negotiation skills.
- Leadership capability to motivate and develop staff and manage agency relationships effectively.
- Commitment to MCM's values of inclusion, courage, curiosity, openness, and accountability.
- Proficient use of IT tools and applications, including Microsoft 365.
- Competent use of donor databases and CRM systems.

#### Essential Safety Screening Requirements

- Proof of Identity Check
- National Police check
- Current Victorian Working with Children Check (Employee)
- Right to work in Australia

#### Desirable:

- Certification in fundraising or philanthropy
- Experience applying AI in a fundraising context

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## POSITION AUTHORITIES

### Number of Reports

| Direct Reports         |   |      |  | Indirect Reports       |   |      |  |
|------------------------|---|------|--|------------------------|---|------|--|
| Number:                | 0 | FTE: |  | Number:                | 0 | FTE: |  |
| List Teams / Positions |   |      |  | List Teams / Positions |   |      |  |

### Expenditure

|            |  |          |  |
|------------|--|----------|--|
| Operating: |  | Capital: |  |
|------------|--|----------|--|

### Other Authorities

### Supervision or Direction Required

The role requires general supervision and general direction from the Head of Fundraising.

### Planning

The employee will manage their own time; be given goals or objectives subject to agreement with the Head of Fundraising and implement and manage projects.

### Freedom to Act

This employee will show considerable initiative and problem solving, applying knowledge, experience, and training.

### Assistance to Higher Level

Can provide routine information and contribute to reviews of routine processes; Provides consultation based on professional knowledge.

## KEY RELATIONSHIPS

### Internal Relationships

- Head of Fundraising
- Fundraising Coordinator
- Donor Database & Insights Manager
- Database and Supporter Care Coordinator

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- GM Philanthropy, Partnerships & Brand
- Communications & Marketing Team

### External Relationships

- External suppliers
- Existing financial supporters
- Prospective financial supporters
- Prospective bequestors

## OUR VALUES

Employees are expected to commit to and demonstrate MCM's values:

**Together** We are inclusive and accepting of difference  
We work in highly effective teams and our people are connected across our organisation  
We engage proactively with others to deliver outcomes

**Courageous** We speak up constructively in line with our convictions  
We pursue our goals with determination  
We are passionate about our advocacy role

**Curious** We are inquisitive and ask why  
We challenge the status quo  
We actively explore the alternatives

**Open** We are transparent and have genuine, honest interactions  
We listen and hear people's voices  
We value and respect the autonomy of clients  
We trust one another

**Accountable** We act safely in all our interactions  
We manage within our financial and resource boundaries  
We own our outcomes and decisions  
We are proud of the work that we do

## ORGANISATIONAL REQUIREMENTS AND COMMITMENTS

### Child Safety & Safety of Vulnerable People

MCM is a Child Safe Organisation, committed to the safety and wellbeing of children, young people, people with disability, and other vulnerable people. We have zero tolerance of abuse and neglect of all vulnerable people. MCM is committed to providing a safe environment in which children and vulnerable people are protected from violence, abuse and neglect. All employees must:

- Comply with the Child Safe Standards at all times.
- Maintain a safe environment in which children and vulnerable people are safe at all times.

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- Actively prevent, and immediately report to MCM, any violence, abuse or neglect of any child or vulnerable person.

### Workplace Health & Safety

MCM's has zero tolerance for compromised worker safety. We endeavour to provide a working environment that is safe for all employees and people who use our services. As an employer, MCM adheres to Occupational Health & Safety regulations. All employees must:

- Comply with all MCM policies related to Occupational Health and Safety in the workplace.
- Take reasonable care of their own health and safety, and the health and safety of their colleagues, service users, and others who may be affected by the employee's acts or omissions in the workplace.
- Immediately report to MCM any hazards or incidents.

### Code of Conduct and Operational Accountability

MCM is committed to operating efficiently and ethically, and remaining operationally and financially sustainable. All employees must:

- Operate within the requirements of MCM's accreditations, registrations, policies and procedures, Code of Conduct, and regulatory guidelines.

### Position Description Maintenance

Position Descriptions change over time, due to a wide range of organisational, technological, financial, geographical, service, systemic, legal, and individual factors. All employees must:

- Maintain position description currency by communicating, discussing and documenting necessary changes, and considering consistencies and relativities with other like-positions.
- Ensure compliance with position description, management of change, and consultation requirements in the relevant Awards and Enterprise Agreements.
- Use correct processes to apply for changes related to individual circumstances, for example, reasonable adjustments for disability, flexible working arrangements for care responsibilities, rehabilitation to work following injury, ill health or medical procedure, or transition to retirement.