POSITION DESCRIPTION

TITLE	Communications and Fundraising Manager
REPORTS TO	CEO
DIRECT REPORTS	Social Media and Engagement Assistant and Volunteers
BASIS	3 days
APPLY	To lara@mustard.org.au with covering letter and CV including three referees by 7 December 2026

ABOUT MUSTARD

Mustard is an organisation that exists to transform lives through Jesus in schools. We do this through our Student Movement consisting of student-led Lunchtime Groups, and our Schools Programs that are aimed at exploring faith and life in big group presentations.

Position Purpose

The Communications and Fundraising Manager is responsible for developing and implementing Mustard Leadership Australia's communications and fundraising strategy. The role will build a systematic and scalable fundraising model that strengthens existing relationships, grows the supporter base, increases donated revenue and supports Mustard's broader growth objectives.

Key Objectives

• Develop and implement an integrated annual fundraising and communications calendar.
• Grow and diversify the donor and supporter pipeline, with a focus on acquisition, retention and second-gift conversion.
• Develop major donor, monthly giving, alumni and parent engagement pathways.
• Strengthen Mustard's digital presence, email acquisition and online donation conversion.
• Establish consistent, donor-centric communications and reporting.

Key Responsibilities

Fundraising & Donor Development

• Plan and deliver an annual cycle of fundraising campaigns.
• Develop donor acquisition, stewardship, reactivation and retention strategies.

• Build the “Grower” (monthly giving) program and develop annual acquisition activity.
• Monitor fundraising performance and recommend improvements based on results.
• Work collaboratively with other staff to educate about donor development and identify stories to maximise supporter engagement.

Marketing, Communications & Digital

• Develop Mustard’s brand strategy and train staff to ensure consistent messaging across fundraising and
marketing channels.
• Develop donor-centric appeals, impact/report-back communications, social content and campaign materials.
• Improve the website’s digital 'front door', including prominent Donate messaging, email sign-up and mobile-friendly donation pathways.

Community & Pipeline Development

• Launch and manage an alumni strategy from graduation to ongoing engagement.
• Develop a strategy to connect with more Christian parents and nurture subscribers towards becoming
actively engaged.

Skills, Experience & Attributes

• Demonstrated experience in fundraising, marketing, communications or a related field, preferably in the not-
for-profit sector.
• Strong written communication, storytelling and campaign skills.
• Experience with donor acquisition, stewardship, digital marketing, email communications and CRM systems.
• Strong organisation and project-management skills, with the ability to manage multiple priorities and deadlines.
• Data-informed, proactive and commercially minded, with the ability to turn strategy into measurable action.
• Collaborative with strong inter-personal skills to build authentic relationships with staff and supporters.
• Mission-aligned with a heart to see lives transformed through Jesus in schools.

Desired skills

• Graphic design (may provide option of 3.5 days)
• Videography and photography