



## Communications and Fundraising Manager

Location	Melbourne, remote location negotiable Flexibility to work from home
Hours	0.8 FTE

Retina Australia is seeking an experienced Communications and Fundraising Manager to help further its mission to support Australians affected by inherited retinal disease and grow its impact in the community. This is a newly created position, reporting to the CEO. Not-for-profit salary packaging benefits available.

### ABOUT RETINA AUSTRALIA

Retina Australia is a charitable organisation dedicated to supporting people affected by inherited retinal diseases.

- We accelerate medical research development in inherited retinal disease through the funding of an annual Research Grants Program and contribute directly to research as committee advisors and project partners. We also communicate opportunities for individuals to participate in research projects and clinical trials to further promote research progress.
- As the peak national membership body, Retina Australia offers a comprehensive, evidence-based information platform on inherited retinal diseases and other retinal dystrophies.
- We facilitate peer support groups, provide enquiry assistance, and connect individuals with professional and community support services.

You can find more information at [www.retinaaustralia.com.au](http://www.retinaaustralia.com.au).

### ABOUT THE POSITION

The Communications and Fundraising Manager will be responsible for the creation and execution of communication strategies aimed at engaging our members and stakeholders. This role includes developing and implementing marketing campaigns, as well as expanding and enhancing our community fundraising efforts.

## ABOUT YOU

We are seeking an experienced, enthusiastic, and proactive individual who is passionate about making a meaningful impact in the community. A creative self-starter, you are eager to learn new skills, work independently, and have a keen eye for detail. You will have proven experience in developing and executing communications, marketing, and fundraising strategies, with a track record of success in similar roles.

### Key objectives of the role and aligned responsibilities

Key objectives	Aligned responsibilities
1. Communicate accurate information about inherited retinal disease and the activities of Retina Australia to its members, subscribers and the wider community	<ul style="list-style-type: none"><li>• Create and deliver engaging communications, including monthly e-newsletters, bi-monthly newsletters, and other email, print, and audio communications.</li><li>• Manage the website, ensuring up-to-date and accurate content, optimal functionality, and SEO maximization. This includes creating blog posts, news articles, and managing the IRD Research Project and Clinical Trial Register and the Community Billboard.</li><li>• Ensure that all communications are accessible to people living with low vision and blindness.</li><li>• Manage the CRM database for communication, membership, and fundraising purposes.</li><li>• Organise and host informative webinars on research updates and other events.</li><li>• Respond promptly and professionally to all inquiries received.</li></ul>
2. Manage membership and peer support groups	<ul style="list-style-type: none"><li>• Manage Retina Australia's membership database.</li><li>• Coordinate and facilitate Retina Australia's peer support groups, and report on the impact of activities on participants.</li></ul>
3. Promote awareness and understanding of inherited retinal diseases and raise the profile of Retina Australia	<ul style="list-style-type: none"><li>• Collaborate with the CEO to develop and execute a comprehensive marketing strategy aimed at raising the profile of Retina Australia and promoting awareness of inherited retinal diseases.</li><li>• Create marketing materials and deliver awareness campaigns for key dates, such as Retinitis Pigmentosa Awareness Month, World Retina Day, and World Sight Day.</li><li>• Expand the newsletter subscriber base and membership numbers.</li><li>• Develop engaging social media content, grow follower base, and increase engagement across platforms.</li></ul>
4. Drive and expand fundraising activities, particularly community fundraising	<ul style="list-style-type: none"><li>• Lead, manage, and grow Retina Australia's community fundraising campaigns, including the Annual Appeal, awareness campaigns, gift-in-wills, individual giving, peer-to-peer fundraising, and event-based fundraising initiatives like "Do It in The Dark."</li><li>• Work closely with the CEO on additional fundraising efforts such as trusts and foundations, and corporate partnerships, as needed.</li></ul>

## KEY SELECTION CRITERIA

- Exceptional written and verbal communication skills, enabling confident and effective interactions with staff, board members, donors, members, researchers, clinicians, community organisations, and other stakeholders.
- Strong digital literacy, including proficiency with social media, Microsoft Office, digital communications tools (e.g., WordPress, Vega Works or similar CRM systems), Zoom, Canva, and other design software.
- A highly self-motivated, results-driven approach, with the ability to identify priorities and resources needed to achieve goals.
- Ability to work autonomously and consistently deliver high-quality work, maintaining attention to detail and meeting deadlines.
- Strong analytical skills, with the ability to leverage data to assess program effectiveness, report on outcomes, and develop new initiatives to drive growth and revenue for Retina Australia.
- A natural problem-solver, able to analyze issues from multiple angles, identify key insights, and create innovative solutions to improve fundraising success.
- Flexibility to work within a small, dynamic team, occasionally pitching in with administrative tasks as needed.
- A bonus: Experience in medical research and/or the ability to effectively communicate complex medical research developments in an accessible and engaging manner.

## HOW TO APPLY

To apply please email your CV and a cover letter addressing the key selection criteria to [info@retinaaustralia.com.au](mailto:info@retinaaustralia.com.au) **by 5pm on Friday 28th February**. We encourage early submission, as applications may be reviewed and interviews conducted on a rolling basis.

Please direct any questions to [info@retinaaustralia.com.au](mailto:info@retinaaustralia.com.au).

Applicants must have a legal right to work in Australia. The successful applicant will be subject to comprehensive reference and background checking prior to employment, including a National Police Check.