

Position Description

Director Fundraising & Marketing

Who we are: We are Tasmania's leading cancer charity working to reduce the incidence and impact of all cancers for all Tasmanians. We achieve this through advocacy and research, supportive care programs and services, and the delivery of prevention education resources and programs.

Our Vision: A cancer-free future

Our Values: Generosity, Integrity, Collaboration, Courage, Innovation

Hours of Work	1.0 FTE with flexible work arrangements available.
Salary and Conditions:	Senior Executive level - as per CCT's Enterprise Agreement 2025-2029. Salary is negotiable and will reflect the candidate's experience, qualifications, and ability to contribute strategically to CCT.
Location:	The role may be located at the Cancer Council Tasmania offices in Launceston or Sandy Bay. This role will require intrastate and interstate travel and flexibility in working days / hours will be required from time-to-time.
Position Summary:	The Director Fundraising & Marketing provides strategic leadership to strengthen Cancer Council Tasmania's position as Tasmania's leading cancer charity through marketing, brand positioning, fundraising campaigns and stakeholder relationships, supported by executive oversight of the organisation-wide CRM, data governance and analytics functions. The role leads growth of sustainable fundraising revenue through high-quality engagement and fundraising strategies that build partnerships, secure sponsorships, attract and retain donors, grow the supporter base and maximise the organisation's impact for Tasmanians affected by cancer. This is a senior executive position within Cancer Council Tasmania and a member of the Executive Team. The Director shares accountability for organisational strategy, capability, culture and business performance, and leads strategic engagement with a range of stakeholders, including corporate partners, donors, supporters and volunteers.
Reporting:	The Director reports directly to the Chief Executive Officer, has three direct reports and provides strategic leadership to the Fundraising & Marketing Department, comprising a total team of 13 staff.
Qualifications and Skills:	This role requires a combination of experience, expertise, and competence sufficient to perform the duties required at this level. This may have been obtained through previous appointments, service and / or study.
Personal Attributes:	This role requires an accomplished executive leader with the strategic judgement, resilience and interpersonal capability to lead a professional, multidisciplinary statewide team. The Director will set clear direction and accountability, build capability, develop and retain talent, support succession

	planning and foster a high-performing, collaborative and values-led culture. They must be able to lead organisational change collaboratively, translate strategy into measurable outcomes and act as a credible ambassador for Cancer Council Tasmania.
Organisational Responsibilities:	General • Provide vision and strategic direction to the Fundraising & Marketing Department, ensuring business plans, investment priorities and budgets are aligned with organisational strategy, deliver agreed financial and non-financial outcomes, and are managed within approved risk and governance settings. • Provide executive leadership to a professional, multidisciplinary statewide team, setting clear direction and accountability, building organisational capability, developing and retaining talent, supporting succession planning and fostering a high-performing, collaborative and values-led culture through periods of change. • Ensure Cancer Council Tasmania benefits from national collaborations and partnerships through its membership of the national federation of Cancer Councils. • Contribute directly to the development and delivery of Cancer Council Tasmania's organisational strategy, ensuring insights from internal and external stakeholder engagement inform strategic priorities. • Contribute as a member of the Executive Team to the development and delivery of organisational capability, culture and business performance. Fundraising • Provide strategic leadership of a diversified fundraising portfolio encompassing regular and major giving, philanthropy, gifts in wills, corporate partnerships and sponsorships, community fundraising and events, digital fundraising and emerging income streams, to deliver sustainable income growth and long-term supporter value. • Provide executive financial and commercial oversight of the Fundraising portfolio, including revenue growth, budgeting, forecasting, while ensuring financial sustainability and effective risk management of strategic, financial, operational and reputational risks. • Establish and monitor clear fundraising performance measures and ensure timely corrective action where performance is below target. • Evaluate current and available research to determine competitive trends within the not for profit industry. • Ensure effective operational delivery through fit-for-purpose fundraising systems, sound donor data practices, documented processes, resource planning and regular fundraising performance reporting. Marketing and Communications • Oversee the development of the strategic direction for Cancer Council Tasmania's marketing, brand, digital and communications functions,

	ensuring the Marketing Strategy supports organisational priorities and is informed by audience insights and performance data. • Provide executive oversight of organisation-wide marketing and communications priorities, ensuring campaigns, digital activity, publications, social media and external materials are coordinated, effective, on brand and aligned with reputational objectives. • Ensure marketing resources and investment are prioritised across the organisation to maximise impact, manage competing demands and deliver measurable outcomes. • Maintain executive accountability for Cancer Council Tasmania’s brand governance and reputation, with operational approvals and implementation delegated to the Senior Manager Marketing & Analytics. • Ensure fundraising and engagement campaigns are supported by integrated, evidence-based marketing strategies delivered in collaboration with the Fundraising and Marketing team. Engagement • Provide executive oversight of partnerships and sponsorships to ensure they deliver strategic, financial, operational and reputational value and align with Cancer Council Tasmania’s purpose, values and risk settings. • Ensure donor, supporter and partner insights and feedback are systematically captured and used to improve donor, supporter and partnership experiences, strengthen fundraising decisions, organisational decision-making and identify opportunities for collaboration, funding and growth. • Build and maintain strategic relationships with donors, supporters, community organisations and corporate partners to enhance Cancer Council Tasmania’s reach, influence, partnerships and profile across Tasmania. CRM, Data Governance and Analytics • Provide executive oversight of Cancer Council Tasmania’s organisation-wide CRM, data governance and analytics function, ensuring its priorities and investment support organisational decision-making, supporter engagement and business performance. • Work with the CEO to ensure appropriate governance arrangements are maintained for data quality, integrity, security, stewardship, access and use, in alignment with the organisation’s data strategy, risk settings and regulatory obligations. • Champion a data-informed culture across Cancer Council Tasmania and ensure actionable insights are used to improve strategy, service planning, fundraising, marketing and organisational performance. • Oversee the development and continuous improvement of CRM capability, analytics tools, reporting frameworks and data processes, with operational delivery delegated to the Senior Manager Marketing & Analytics.
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	Other • Represent CCT at relevant public functions, committees and in the media as required. • Responsible for WH&S matters that directly relate to the position and act as a role model for employees by following safe work practices and procedures. • Undertake other duties as determined, including deputising for the CEO when required.
Selection Criteria:	1. Relevant tertiary qualifications in marketing, communications, business, fundraising or a related field, or an equivalent combination of substantial executive experience and professional expertise. Significant experience in fundraising or marketing within a charity or purpose-led organisation is highly desirable. 2. Demonstrated executive or senior management experience, with strong financial acumen and a record of leading revenue growth, managing substantial budgets, assessing investment and partnership opportunities, and applying sound judgement to financial, operational and reputational risk. 3. Demonstrated executive leadership of professional multidisciplinary teams, including setting strategic direction, building capability, managing performance and fostering an inclusive and accountable culture. 4. Excellent written, verbal and interpersonal communication skills, including the ability to prepare high-quality reports, proposals, submissions and presentations, and influence senior stakeholders. 5. Demonstrated ability to build, influence and sustain strategic relationships across diverse stakeholder groups, including corporate partners, donors, supporters, volunteers and national partners. 6. Demonstrated experience working with CRM platforms and donor management systems, including using data and analytics to generate insights, inform decision-making and improve outcomes.
Essential Requirements:	Satisfactory National Police Check. Current Working with Vulnerable People Check or ability to obtain one. Current driver's licence. Ability to work outside ordinary hours and undertake intrastate travel as required. Ability to commit to Cancer Council Tasmania objectives, including the promotion of Quit Tasmania's vision of a Tasmania free from the harmful effects of tobacco and related products, including e-cigarettes.

Competency Framework – Director Fundraising & Marketing			
Personal Attributes		Relationships	
Adapt and Respond to Change		Communicate Effectively	4
Display Resilience	4	Commitment to Customer Service	4
Act with Integrity	4	Influence and Negotiate	4
Manage Self	4	Work Collaboratively	4
Results		Business Support	
Deliver Results	4	Finance	3
Plan and Prioritise	4	Technology	4
Think and Solve Problems	4	Procurement and Contract Management	3
		Project Management	4
Demonstrate Accountability		4 – Highly Advanced 3 – Advanced 2 – Intermediate 1 - Foundational	
People Leadership and Management	4		
Lead and Develop People	4		
Inspire Direction and Purpose	4		
Optimise Business Outcomes	4		
Manage Reform and Change	4		

It is agreed that these are the primary requirements for the position of the Director Fundraising & Marketing. However there is an expectation that this position may perform, or learn other duties, as required by Cancer Council Tasmania.

Where the requirements and tasks vary significantly, both parties agree to discuss these variations and draft a new Position Description which reflects agreed variations.

It is understood by both parties that this position description forms an integral part of the feedback process between the employee and their manager therefore the entire document will be considered during any performance assessment.

Signature _____ Date _____

Director Fundraising & Marketing

Signature _____ Date _____

Chief Executive Officer