



Anglican  
Overseas  
Aid

## Head of Engagement

**Classification:** SCHADS Award Level 6 with attractive salary package

**Location:** Melbourne office and hybrid preferred, with flexibility or remote work negotiable

**Employment Status:** Full time with 0.8 FTE negotiable

**Reports to:** CEO

**Manages:** Marketing & Communications Manager (M&C Manager) and other roles as required

**Anglican Overseas Aid (AOA)** is an overseas relief and development agency associated with the Anglican Church of Australia. We long to see dignity, equality and inclusion for those experiencing poverty and marginalisation, with an emphasis on gender and climate justice. We choose not to ignore people in need, and work with the broader Anglican community to see the world as God designed it to be, renewed and restored.

### Position purpose

The Head of Engagement is a strategic and experienced leader with strong critical thinking skills, drive, and initiative. This role spearheads AOA's Engagement (Marketing, Communications, and Fundraising) efforts, leading a small and effective team of professionals and being a member of the AOA Executive. The role requires a hands-on approach, working closely with the team to implement strategies and achieve goals. The Head of Engagement is responsible for leading all supporter engagement, critical to the organisation's supporter growth and public donation income. The role involves developing and executing strategies that align with AOA's mission towards a world free of poverty, strongly emphasising digital marketing, acquisition, vision for engagement, product development, relational fundraising and events.

**Strategy Development and Implementation:** Develop and implement a three-year growth plan for Engagement, including annual strategies for church, organisation, major donor, and bequest segments in line with AOA's strategic vision. Lead and support the M&C Manager in developing the annual Marketing and Communications plan.

**Digital Marketing and Acquisition:** Drive digital marketing initiatives to grow the supporter base and creatively enhance engagement. Develop innovative acquisition strategies to attract new supporters.

**Product Development and Vision for Engagement:** Develop and refine engagement products and initiatives that resonate with supporters, particularly within church contexts and among Christian supporters.

**Fundraising Leadership:** Lead major donor, bequest, church, and organisational fundraising efforts. Guide and maximise responses from supporters regarding gifts in wills, establish and nurture a group of major donors through relational engagement, and increase resources from organisations and churches that support AOA. Provide oversight for all supporter appeals to ensure they are engaging and effective.

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**Team Leadership and Culture Setting:** Inspire and develop the Engagement team, fostering a values-aligned, collaborative, and nimble working environment. Effectively manage direct reports and utilise contractors and emerging digital tools to enhance team capacity and output. Model strong organisational skills to oversee the team's portfolio of work. Balance strategic management and direct involvement to stay attuned to the operational needs of the role and team.

**Church Engagement and Events:** Develop and execute an annual Church engagement plan. Foster strong relationships with partner churches and engage key churches through strategic initiatives.

**Governance and Reporting:** Contribute to AOA's governance by supporting Board reporting and understanding of the Engagement area of work. Manage the annual Engagement budget, deliver outcomes, and ensure compliance with relevant standards and codes of conduct.

Key Accountabilities	Key Tasks	Outcome Indicators
Strategy Development and Implementation	<ul style="list-style-type: none"> <li>Develop and implement a three-year Engagement strategy in line with AOA's Strategic Plan, including annual plans for church, acquisition, major donor, and bequest segments. This includes actively participating in the execution of these strategies alongside the team.</li> <li>Lead the development of the annual Marketing and Communications strategy with the M&amp;C Manager.</li> <li>Monitor performance and recommend alternate activities to achieve AOA's strategic goals.</li> <li>Provide management oversight and support to team members' strategic deliverables.</li> </ul>	<ul style="list-style-type: none"> <li>Approved and signed annual plan, achieving strategic objectives by May 30th each year.</li> <li>Performance to strategy as indicated through the Engagement Performance Dashboard.</li> <li>Completion of the next three-year strategic plan by May 2026.</li> </ul>
Digital Marketing and Acquisition	<ul style="list-style-type: none"> <li>Drive digital marketing initiatives to grow the supporter base.</li> <li>Develop innovative acquisition strategies to attract new supporters.</li> <li>Implement retention strategies to maintain and increase engagement with existing supporters.</li> </ul>	<ul style="list-style-type: none"> <li>Increase digital engagement metrics (e.g. website traffic, social media followers).</li> <li>Growth in the number of new supporters acquired annually.</li> <li>Improve supporter retention rates and engagement metrics (e.g. email open rates, repeat donations).</li> </ul>
Product Development and	<ul style="list-style-type: none"> <li>Develop and refine engagement products and initiatives that resonate with supporters,</li> </ul>	<ul style="list-style-type: none"> <li>Successful launch and adoption of new engagement products.</li> <li>Positive feedback from supporters</li> </ul>

Vision for Engagement	particularly within church contexts and among Christian supporters.	on engagement initiatives.
Church Engagement and Events	<ul style="list-style-type: none"> <li>• Develop and execute an annual Church engagement plan.</li> <li>• Foster strong relationships with partner churches.</li> <li>• Engage key churches through strategic initiatives and events.</li> </ul>	<ul style="list-style-type: none"> <li>• Successful execution of church engagement.</li> <li>• Positive feedback from partner churches.</li> <li>• Speaking engagements at a minimum of 5 significant financial supporter churches per year.</li> </ul>
Fundraising Leadership	<ul style="list-style-type: none"> <li>• Lead major donor, bequest, church, and organisational fundraising efforts. This role involves hands-on involvement in fundraising activities and working directly with the team to ensure successful outcomes.</li> <li>• Guide and maximise responses from supporters regarding gifts in wills.</li> <li>• Establish and nurture a group of major donors through relational engagement.</li> <li>• Increase resources from organisations and churches that support AOA.</li> <li>• Provide oversight for all supporter appeals to ensure they are engaging and effective.</li> <li>• Develop and oversee strategies to retain existing donors and increase their lifetime value.</li> </ul>	<ul style="list-style-type: none"> <li>• Growth in portfolio income.</li> <li>• Achievement of planned income targets.</li> <li>• Increased number of major donors and bequest commitments.</li> <li>• M&amp;C Manager confidently manages individual supporter appeals and emergency responses.</li> <li>• Higher donor retention rates and increased average donation amounts from existing supporters.</li> </ul>
Team Leadership and Culture Setting	<ul style="list-style-type: none"> <li>• Inspire and develop the Engagement team, fostering a values-aligned, collaborative, and nimble working environment to achieve KPIs.</li> <li>• Manage direct reports and utilise contractors and digital tools to enhance team capacity.</li> <li>• Model strong organisational skills to oversee the team's portfolio of work.</li> <li>• Balance strategic management</li> </ul>	<ul style="list-style-type: none"> <li>• Increased team productivity and continuous improvement.</li> <li>• Positive team feedback and high engagement.</li> <li>• Effective and efficient management of direct reports, evidenced by increased productivity and wellbeing. AOA annual reviews, work plans and work in progress meetings are operating smoothly.</li> </ul>

	and direct involvement to stay attuned to the operational needs of the role and team, including rolling up your sleeves and working alongside your team to implement plans.	
Governance Reporting and Executive	<ul style="list-style-type: none"> <li>• Contribute to AOA's governance by supporting Board reporting and understanding of the Engagement area of work.</li> <li>• Contribute to a healthy Executive team, positively contributing to cross-functional discussions, emphasising supporter and income impacts.</li> <li>• Manage the annual Engagement budget, deliver outcomes, and ensure compliance with relevant standards and codes of conduct.</li> </ul>	<ul style="list-style-type: none"> <li>• Timely and accurate Board reporting contributions.</li> <li>• Effective management of the annual Engagement budget.</li> <li>• Compliance with relevant standards and codes of conduct.</li> <li>• Communicate executive decisions and cross-functional issues to the Engagement team, enabling greater clarity, team communications and effectiveness.</li> </ul>
Organisational Citizenship	<ul style="list-style-type: none"> <li>• Work collaboratively with team members, role model AOA's Christian values and be a positive example for supporters, partners, and staff.</li> <li>• Foster positive working partnerships with other teams.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrated leadership behaviours reflective of AOA values and Code of Conduct.</li> <li>• Participate in staff events (e.g. devotions and staff gatherings) as part of AOA's spiritual life.</li> <li>• Strong, collaborative relationships with other teams.</li> </ul>

## Position Requirements

### Must have

- Minimum of 7 years relevant experience, preferably within the not-for-profit sector.
- Degree qualifications in marketing, fundraising, public relations, communications or a related field.
- Must be sympathetic to and aligned with AOA's Christian faith-based values, origins, and key stakeholders. Passion and knowledge of the church-based context in which AOA operates.
- Strong digital marketing and fundraising experience, preferably including acquisition, product development and relational donor management.
- Experience leading a team and setting a positive, values-aligned culture.
- Strong interpersonal and communication skills, with the ability to effectively engage and inspire stakeholders.
- Strategic thinker with excellent problem-solving, planning, prioritisation, project management and organisational skills

### Highly regarded

- Understanding and experience in the international development sector or faith-based context.

- Postgraduate qualifications in a relevant field.
- Experience with relational fundraising for church donors, major donors, and wills and bequests.
- Creative thinking, business acumen and problem-solving abilities.

## About Anglican Overseas Aid

Our vision is to see Anglican communities working together for God's renewed creation, free of poverty.

We focus on four key areas:

**Transforming communities:** Particularly in the Asia-Pacific and Africa, addressing the pressures of poverty, moving toward greater gender equality and climate resilience

**Working in partnership:** Seeing our global partners growing in capacity, delivering localised best practice development

**Connecting Anglicans globally:** Seeing Australian Anglicans relationally connected with global partners for greater impact

**Championing future generations:** New generations of Australians who, motivated by their faith, are responsible, involved global neighbours

**OUR VALUES** are embraced in thought, word and deed:

- Commitment to the poor
- Dignity of all people
- Restoration of all creation
- Church as light in the world
- Integrity and accountability

## Other requirements of AOA People

- AOA is committed to protecting those who work for us, and those with whom we work, from harm and from harming others
- AOA is committed to safeguarding all people, especially children and vulnerable adults, who come into contact with our organisation and programs. As a child-safe organisation, all staff will undergo police checks, Working With Children Checks, counter-terrorism checks, and any other compliance checks required
- AOA is committed to diversity and inclusion in the workplace. We support accessible and inclusive working arrangements for all. We encourage people from all backgrounds to apply, including people with a disability, Aboriginal and Torres Strait Islanders, culturally and linguistically diverse backgrounds and identities. All qualified applicants will receive impartial consideration for employment
- All AOA staff are required to sign and abide by AOA's Code of Conduct and its related policies
- All AOA staff must have permission to live and work in Australia