

# Individual Giving Specialist Role



## The Pyjama Foundation

**Location: Albion, Brisbane QLD (Hybrid)**

**Fundraising (Community Services & Development)**

**Full time Position**

**Salary: \$85,000 per year + Superannuation**

## About The Pyjama Foundation

The Pyjama Foundation offers children in foster care the opportunity to change the direction of their lives with learning, life skills and confidence. Through our Love of Learning Program, volunteer "Pyjama Angels" are recruited, screened, trained and then matched with a child in care to empower them with learning, life skills and confidence.

## Position Summary

The **Individual Giving Specialist** plays a pivotal role in driving revenue and engagement through the development and implementation of a new Individual Giving Program. This role will manage donor acquisition, retention and upgrade strategies, with a particular focus on regular giving.

You will lead the creation of multi-channel fundraising campaigns and digital appeals to grow a loyal supporter base and increase philanthropic support for children in foster care. You must hold or be able to obtain a valid QLD Blue Card.

## Key Responsibilities

### 1. Strategy and Program Development

- Develop and implement a new Individual Giving Program to build a strong and sustainable donor base.
- Develop strategies to acquire new donors, re-engage lapsed donors, and increase giving levels across the pipeline.
- Set clear objectives and targets for individual giving, reporting regularly on performance.
- Developing and coordinating donor journeys (including: EDMs, SMS, mail and phone calls)
- Work with external suppliers (e.g. fundraising agencies, designers and printers) to deliver campaigns on time and within budget.
- Develop compelling donor-centric content and messaging across all channels.

### 2. Donor Acquisition

- Identify and implement innovative acquisition strategies to attract new donors.
- Develop and test targeted campaigns to grow donor numbers and improve conversion rates.

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## 3. Donor Retention & Journey Mapping

- Develop and implement engaging donor journeys to retain and uplift existing supporters, including welcome packs, impact reports, and stewardship communications (e.g. phone calls and SMS).
- Consistently identify prospective donors within our supporter base and build meaningful relationships to increase value of donations.
- Maintain accurate donor records and segmentation using our CRM system, Salesforce.
- Coordinate our 'Thankathon' month where you will thank Individual donors and oversee social media content which recognises and celebrates our supporter base.
- Work with the team to deliver a seamless supporter experience.

## 4. Data & Reporting

- Utilise data insights (from our online Fundraising Platform, Funraisin) to inform segmentation, targeting, and messaging.
- Report on targets and campaign results, donor behaviour, and long-term value metrics.
- Ensure compliance with relevant fundraising regulations and privacy laws.

Other duties as delegated to you by your manager/supervisor, provided that those new job requirements are safe, efficient, relevant, legal and within your abilities.

## Selection Criteria

### Essential:

- Minimum 2 years' experience in individual giving within a fundraising or not-for-profit environment.
- Proven success in planning and delivering digital fundraising campaigns.
- Strong understanding of donor acquisition, retention, segmentation, and donor journeys.
- Experience with donor stewardship and relationship management.
- Excellent written and verbal communication skills, with a flair for storytelling and donor-centric messaging.
- Proficiency in Microsoft Office suite and Salesforce (or similar CRM experience).
- Experience with using Fundraising platforms and websites.
- Highly organised, results-driven and able to manage multiple projects simultaneously.

### Desirable:

- Understanding of the philanthropic landscape in Australia.
- Familiarity with ethical storytelling and working with vulnerable communities.

### Why Join Us?

- Help change the lives of children in foster care.
- Be part of a passionate, inclusive and purpose-driven team.
- Flexible work arrangements and supportive culture.
- Opportunity to shape and lead a new fundraising stream.
- Access to Employee Assistance Program.

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## How to Apply

If this sounds like you, please apply by submitting:

- Your resume.
- A cover letter (no more than two pages) addressing the selection criteria above.

Applications close on 22nd December 2025

If you would like further information regarding the role, please contact **Kirsten Austin** at **[Kirsten@thepyjamafoundation.com](mailto:Kirsten@thepyjamafoundation.com)**

For more information about The Pyjama Foundation, visit: <https://thepyjamafoundation.com>