

# Marketing/Brand Designer

Full-time, Hybrid Remote / Sydney

Join one of the fastest-growing tech companies, and industry-leading products behind 'online fundraising' in the impact sector, enabling thousands of the world's most loved charities to raise money and deliver change for good.

We're an ambitious bunch with big goals. Over 10 years we've grown to support more than 1000+ charities internationally, with a current team of 110+ passionate fundraising software professionals across 4 global offices (Australia, NZ, UK, USA). We act as one global team and have a great culture with a load of benefits (health and well-being, work-from-anywhere policies, bonus leave days and more).

We're looking for a smart, ambitious & down-to-earth team member to join us on our next stage of growth in ANZ.

## The Opportunity

We're looking for a Digital Designer to join our marketing team and bring our brand to life across everything we share with the world—from campaigns and newsletters to product launches, demo sites, and educational content.

This is a brand-focused design role, rooted in marketing—but with room to stretch. You'll also collaborate with our product team on creative assets,

in-platform templates, customer-facing resources, and help maintain and evolve our website as a central brand experience.

Make good look great. – Apply now with your portfolio and show us how you bring stories, brands, websites, and products to life through design.

### **What you'll do:**

#### **Work with the Marketing Team to Power Our Brand**

- Design engaging marketing assets across web, email, social, paid media, and events
- Create visuals for product launches, webinars, case studies, guides, and newsletters
- Maintain and evolve Funraisin's brand identity across all digital touchpoints
- Bring storytelling to life with sharp visuals that connect emotionally with nonprofits and fundraisers
- Work with the marketing team to test creative ideas, optimise performance, and help campaigns cut through

#### **Maintain and Enhance Our Website**

- Own the visual presentation and design consistency of our public-facing website
- Update web content and page layouts in line with campaigns, product updates, and brand direction
- Collaborate with marketing and dev teams to ensure a seamless, on-brand, and high-performing user experience
- Optimise for clarity, accessibility, responsiveness, and visual impact

#### **Design & Build Demo Sites**

- Create and design visually compelling demo sites to showcase Funraisin's capabilities to prospective clients

- Collaborate with sales and customer success teams to tailor designs to different nonprofit audiences
- Maintain a library of reusable design components and page layouts for demos
- Ensure demo environments reflect real-world use cases while staying fresh and on-brand

### **Collaborate with Product on Platform Creative**

- Design templates, guides, and visual assets that live within our platform and help our customers get started
- Create consistent, flexible visual systems that reflect the Funraisin brand inside the product
- Help shape the look and feel of user-facing product education, from welcome decks to onboarding journeys

### **Who You Are:**

- 3+ years of digital design experience with a strong focus on marketing and brand
- A portfolio full of compelling campaign and brand work across digital formats
- Proficient in Figma and Adobe Creative Suite
- Comfortable making basic website updates using a CMS or visual builder (no coding needed)
- Experience building or designing demo sites or microsites (or excited to learn!)
- Able to balance creativity with performance—designing for both impact and results
- A collaborative mindset—you love bouncing ideas around and building on others
- Great attention to detail, and passionate about consistent visual storytelling
- Bonus: Experience working in a product-led company or supporting a sales team with creative

### Why join us:

- Flexible working location, hours and conditions
- Health and wellness benefits
- Bonus leave days
- A vibrant Sydney workplace with easy access to public transport
- Be part of a global team building tech for good
- Own the creative direction of marketing campaigns, demo experiences, and our brand site
- Collaborate across teams and touch all parts of the business
- A role with variety: from bold social creative to refined product templates and showcase sites

### The Funraisin Team

We're a team of passionate fundraising software professionals – some have come from world-renowned tech giants such as Google and Apple, others from the highest awarded digital agencies and others from inside some of the world-leading nonprofits.

Together we build world-class products that aim to accelerate the transition to a better world by connecting people to causes. We get a kick out of seeing, and feeling, the impact of our work and we have a ton of fun doing it. Our values demonstrate who we are and what we strive to do.



#### **Better than yesterday**

Continuously improve ourselves and our impact



#### **Learn fast, act fast**

Pursue the fastest path to learning & a bias to action



#### **Act as one**

Be inclusive, have a seat at the table and win/lose together



## **Be uplifting and have fun**

Be optimistic, passionate, positive and laugh



## **Make magic**

Strive to make the impossible, possible