



REVEALING HOPE
RESTORING LIFE

Role Title & Details

Role Title: GoHighLevel Manager

Team / Capacity: Operations

Reports to: COO

Location: Remote (Australia wide)

Employment Type: Volunteer Part Time

Date Prepared: 30 April 2026

Role Identity Statement

This role exists to maintain the digital infrastructure and backend operations essential for global humanitarian work. This role streamlines donor care and mission workflows to effectively mobilise support across our network of donors, volunteers, and missionaries.

Theological & Cultural Posture (Heart of the Leader)

- Leads from a deep, abiding relationship with God
 - Demonstrates compassion and a heart for justice and dignity
 - Values people and community engagement
 - Builds unity across diverse groups and settings
 - Leads with humility, initiative, and faith
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Purpose of the Role

To expand and elevate our operational efficiency by managing the CRM backend, driving donor care automations, and ensuring the effective administration of our humanitarian aid, water, and disaster response mission applications.

Strategic Alignment (5-Year Direction)

- Position the organisation as a leading authority in efficient donor management and mission-led administration.
 - Build a self-sustaining CRM ecosystem that converts inquiries into long-term monthly donors, volunteers, and mission advocates.
 - Scale our backend infrastructure across emerging automation tools to support the next generation of global citizens.
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Primary Contribution (2-3 Years)

- Execute integrated backend workflows that drive measurable growth in funding for humanitarian aid and emergency relief.
 - Increase supporter retention by turning our CRM platform into an active hub for meaningful donor care and connection.
 - Standardise administration production workflows to ensure mission applications and donor records are processed consistently and professionally.
 - Form strategic digital integrations with mission-aligned organisations to amplify our operational impact.
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Key Responsibilities

1. GoHighLevel Management & Backend Administration

- Plan, build, and maintain CRM workflows and automations within GoHighLevel.
- Source and organise donor data, project updates, and internal libraries for effective backend management.
- Stay up to date with CRM trends and automation features relevant to non-profit administration.

2. Donor Care & Mission Application Monitoring

- Monitor system notifications, donor inquiries, and application statuses to foster a supportive community.
- Escalate technical inquiries where appropriate to ensure professional and timely communication.

3. CRM Optimisation & Data Integrity

- Maintain the accuracy and health of the donor database through regular auditing and cleanup.
 - Integrate new digital tools and automated workflows to increase the efficiency of mission-based fundraising.
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Leadership Framework Expression

Heart of the Leader: CHARACTER (Heart)

Actively growing in your love for God by:

- Spending regular time with God
- Demonstrating compassion and care in all interactions
- Serving others with humility and purpose

Expressing God's love for others by:

- Creating welcoming and inclusive environments
- Encouraging and valuing volunteers
- Promoting dignity for women and girls globally

Coach – Supports and encourages the donor community to engage with our mission with confidence

Direction Setter – Brings clarity and structure to backend workflows and mission application processes

Change Agent – Expands the digital impact of our humanitarian initiatives through efficient system management

Spokesperson – Champions the importance of data driven stewardship, using CRM insights to share the global impact of GAIN Australia with precision and passion

Measures of Fruitfulness (2-3 Years)

- Growth in the accuracy and engagement of our donor database and internal systems.
- Increased conversion of applicants into active donors, volunteers, and mission advocates.
- Consistent delivery of high-quality donor care communications and application processing.

- Measurable rise in organisational reach through streamlined backend operations.
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Nature of the Appointment

- Volunteer role (approx. 5 hours per week)
 - Remote (Australia wide)
 - Combination of CRM coordination, donor relationship-building, and hands-on system administration.
 - Requires strategic initiative, high-level organisation, and a heart for mobilising supporters toward humanitarian action.
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Support & Training

- Initial orientation and onboarding covering CRM architecture, donor data ethics, and humanitarian administration.
 - Ongoing strategic support from the team to align GHL workflows with active field projects.
 - Access to database systems and digital automation tools for effective donor management and mission coordination.
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Review Rhythm

This role will be reviewed regularly in alignment with project growth and team support needs, ensuring ongoing effectiveness and development.