



**Job Title:** Director of Capital Raising

**Location:** Sydney, Australia

**Reports To:** Chief Executive Officer (CEO)

**Employment Type:** Full-Time

### **About HOPE Housing**

HOPE Housing is an investment manager transforming residential property investment by addressing housing affordability for essential workers. Our innovative shared equity model provides wholesale investors with exposure to the Australian residential property market while helping key members of our communities achieve homeownership close to their workplaces. The investment manager has successfully closed its first fund and is now seeking a motivated Director of Capital Raising to assist in scaling growth for its second fund.

### **Role Overview**

The Director of Capital Raising will play a critical role in driving HOPE Housing's capital raising efforts, building and managing relationships with family offices, wealth management platforms, high-net-worth individuals (HNWIs) and institutional investors both on and offshore. This leadership position requires a proven track record in capital raising and strategic investor engagement.

### **Key Responsibilities**

#### **Capital Raising Strategy & Execution:**

- Develop and implement capital-raising strategies to secure funding for HOPE Housing's investment vehicles.
- Drive capital raising efforts with an immediate focus on family offices, wealth management platforms and HNWIs.
- Develop and nurture relationships with local institutional managers and superannuation funds, educating them on the asset class.
- Develop and close on new and existing sales pipelines to achieve targets.
- Lead investor roadshows, presentations, and events to promote the fund.
- Manage and oversee a direct report focused on establishing distribution within the wealth management sector, leveraging your networks and knowledge to fast-track success.
- Deliver circa \$100m - \$150m to achieve target for second residential housing fund.

#### **Investor Marketing Materials:**

- Hands on development, in conjunction with the marketing team, of compelling investor-facing materials, including pitch decks, fund brochures, presentations, and educational articles.
- Lead the creation of content for investor webinars, video presentations, and other recorded content, ensuring alignment with the brand and effectively communicating HOPE Housing's mission and performance.

- Collaborate with internal teams and external agencies to ensure all materials are aligned with the brand and effectively communicate HOPE Housing's mission, strategy, and performance.
- Drive the creation of targeted content for investor newsletters, updates, and market insights.
- Support the Head of Marketing and CEO in managing media opportunities, including crafting pitches, reviewing press releases, and ensuring effective communication with media outlets.

#### **Market Intelligence:**

- Conduct research and identify market trends and opportunities to refine the capital raising strategy.
- Analyse competitor activities and investor preferences to enhance the fund's market positioning.

#### **Collaboration & Leadership:**

- Collaborate with internal teams, including marketing, finance, and operations, to align capital raising efforts with HOPE Housing's overall goals.
- Mentor and support internal and external consultants who are prospecting in niche verticals.

#### **Board Reporting & Executive Engagement:**

- Prepare and present detailed fundraising updates, performance reports, and strategic plans to the Advisory Board and executive leadership team.
- Collaborate closely with the CEO and senior leadership to align capital raising strategies with broader organisational goals.
- Provide insights and recommendations to the Board and executives on market trends, investor sentiment, and strategic growth opportunities.

#### **Regulatory Compliance:**

- Ensure all capital raising activities adhere to regulatory requirements and compliance standards, owning compliance initiatives for capital raising (with internal support).

### **Key Requirements**

**Experience:** 8+ years of experience in capital raising, investor relations, or a similar role within the funds management, real estate, or private equity sectors.

**Track Record:** Proven ability to raise significant capital from family offices, HNWIs, wealth groups and institutional investors

**Pipeline Management & Forecasting:** Demonstrated ability to build, maintain, and analyse fundraising pipelines, ensuring accurate forecasting and tracking progress toward capital-raising targets. Dynamics CRM or Salesforce experience ideal.

**Knowledge:** Strong understanding of investment funds, real estate markets, and shared equity models.

**Skills:** Exceptional communication, presentation, sales and negotiation skills. Strong analytical and problem-solving abilities. Ability to build trust and credibility with investors.

**Education:** Bachelor's degree in finance, business, economics, or a related field. CFA, CAIA or MBA is a plus.