

# Position Description

Position Title	Philanthropy Lead
Position Number	30028809
Division	Chief Executive Office
Department	Public Affairs
Team	Fundraising & Foundation
Enterprise Agreement	Victorian Public Health Sector (Health and Allied Services, Managers and Administrative Workers) Single Interest Enterprise Agreement 2016-2020
Classification Description	Administration Grade 4
Classification Code	HS4
Reports to	Manager, Fundraising & Foundation
Management Level	Non Management
Staff Capability Statement	Please click here for a link to <a href="#">staff capabilities statement</a>

## Bendigo Health

With more than 4,500 staff and volunteers and covering an area a quarter of the size of Victoria, Bendigo Health, is an expanding regional health service offering the advantages of city life combined with the beauty and freedom that comes from living in a regional area.

Bendigo Health is a 700 bed service that treats more than 45,000 inpatients, triages more than 65,000 emergency attendees and welcomes more than 1,600 new born babies in a year. In addition more than 15,000 operations are performed in our operating theatres and more than 100,000 occasions of services are provided in our clinics to outpatients.

The organisation provides services in emergency, maternity, women's health, medical imaging, pathology, rehabilitation, community services, residential aged care, psychiatric care, community dental, hospice/palliative care, cardiology, cancer services and renal dialysis to the people of the Loddon Mallee region.

With our main campus based in Bendigo, our services extend throughout the Loddon Mallee with sites in areas such as Mildura, Echuca, Swan Hill, Kyneton and Castlemaine.

Demand on services is increasing rapidly with Bendigo being one of Victoria's fastest growing regional cities.

## Our Vision

Excellent Care. Every Person. Every Time.

## Our Values

CARING – We care for our community

PASSIONATE – We are passionate about doing our best

TRUSTWORTHY - We are open, honest and respectful

All staff at Bendigo Health should have, or aspire to the personal qualities, knowledge and skills as described in the Bendigo Health Staff Capabilities Statement. Refer to link at top of page.

## The Chief Executive Office Division

The Chief Executive Office has overall responsibility for the delivery of the strategic plan. The office includes the chief executive officer, the group secretary, strategy and governance, public affairs & fundraising. The team work to support the entire organisation in their pursuit for excellent care, every person, every time.

## The Fundraising & Foundation Team

The Fundraising and Foundation department raises and manages philanthropic funds to help deliver the vision of Bendigo Health. Bendigo Health has a long-standing culture of philanthropy and community support. Working with the Fundraising Advisory Board and the Bendigo Health Foundation Trustees this small and dedicated team raises funds for specialised medical equipment and services so more people in our region are treated closer to home and their loved ones. Supporting your hospital to provide **Excellent Care. Every Person. Every Time.**

## The Position

Reporting to the Manager - Fundraising & Foundation, the Philanthropy Lead role requires a dedicated and passionate fundraiser with a strong relationship focus to support and secure funds for Cancer Wellness Services and Gobbé Wellness Centre through philanthropic funds. We recognise the importance of complimentary therapies to improve the patient experience and wellbeing and to raise significant funds for the ongoing sustainability of these services.

The successful applicant will manage donor relationships, corporate sponsors, gifts in Wills, community fundraising, philanthropic trusts and grants, campaigns and support other initiatives to deliver the priorities outlined in the 2019-2021 Strategic Plan of the Bendigo Health Fundraising Advisory Board.

## Responsibilities and Accountabilities

### Key Responsibilities

The Philanthropic Lead is new project role responsible for the fundraising and management of key internal and external relationships and deliverables primarily for Cancer Wellness Services and Gobbé Wellness Centre including:

- Manage and maintain philanthropic relationships with supporters, sponsors, volunteers, auxiliaries – friends of oncology, funding bodies and broader community
- Develop a culture of philanthropy aligned to our values, as a professional fundraiser
- To support and work closely with the Manager, Fundraising & Foundation and team on planning, donor mapping and specific donor engagement plans, strategies and budgeting

- Manage and maintain ongoing relationships with key funders such as Dry July Foundation to deliver and expand participation in campaigns such as Dry July.
- Identify new and leverage existing funding opportunities with charitable organisations, grant bodies, managing the application and acquittal processes.
- Develop and implement community fundraising and tailor supporter engagement initiatives, managing expectations and agreed deliverables such as recognition to thank and acknowledge supporters appropriately in line with their contributions.
- Work collaboratively with internal teams to promote and grow revenue through showcasing Bendigo Health's Wellness Services.
- Represent Bendigo Health Fundraising & Foundation at community forums and fundraising initiatives.
- Other duties as directed as part of a dynamic Fundraising & Foundation team.

The successful applicant will be a passionate, caring and trustworthy philanthropic professional with exceptional oral, written and interpersonal/emotional intelligence skills, possessing a "make it happen" attitude and genuine desire to work for Bendigo Health and alignment to our Vision.

## Generic Responsibilities

**Fundraising Compliance** - Adherence to professional fundraising standards outlined by the Fundraising Institute of Australia (FIA) completion of the Code and membership with Fundraising Institute of Australia (FIA).

**Code of Conduct** - The Victorian Government's Code of Conduct is binding on all Bendigo Health staff. Contravention of a provision in the code may constitute misconduct and/ or regarded as a breach of the employee's employment agreement and will be dealt with under the organisations Counselling and Disciplinary Action Policy.

**Compliance with policies and procedures** - All Bendigo Health's policies and procedures are set out in its clinical and managerial policy manuals located on the intranet under PROMPT and in hard copy. All staff must ensure they comply with policies, procedures and standard ways of work practices when carrying out their work. Any breach in compliance may result in disciplinary action.

**Occupational Health and Safety** - Every staff member has the responsibility to take reasonable care of their own health and safety and the safety of others, to cooperate with Bendigo Health's OH&S policies and to participate in appropriate safety education and evaluation activities. All staff are expected to participate in reporting any health, safety and wellbeing issues. Any breach in compliance may result in disciplinary action.

**Infection Control** - Every staff member has the responsibility to minimise incidents of infection/ cross infection of residents, staff, visitors and the general public. All staff must adhere to the policies and procedures as set out in Bendigo Health's infection control manuals. Any breach in compliance may result in disciplinary action.

**Confidentiality** - All information concerning Bendigo Health, its patients, clients, residents and staff should remain strictly confidential. Any unauthorised disclosure of such information may result in disciplinary action.

**Quality Improvement** - Bendigo Health is dedicated to improving the quality and safety of health services by providing care within the following domains of quality: Consumer Participation, Clinical Effectiveness,

Effective Workforce and Risk Management. As a result, we apply the concept of the quality cycle for all our quality activities, initiatives and projects thereby ensuring the best possible care and treatment results are achieved. The underlying principle of the cycle is that an activity is not complete until evaluation shows that it has been effective and reached the desired outcome. As a Bendigo Health employee you have a responsibility to participate in and commit to ongoing quality improvement activities using the framework of the NSQHSS (National Safety and Quality Health Service Standards).

**Diversity** – Each person has a right to high-quality health care and opportunities regardless of diversity factors, which might include aspects such as cultural, ethnic, linguistic, religious background, gender, sexual orientation, age and socio-economic status. Every staff member has a responsibility to recognise and respect diversity. Inclusiveness improves our service to our community and promotes engagement amongst staff.

Employees are required to carry out lawful directions outlined above or delegated to them. The work to be performed is set out in this position description and, where relevant, any professional standards and codes of conduct and ethics issued by the relevant professional association.

## Key Selection Criteria

### Qualifications

1. Minimum 3 years' experience in a fundraising and supporter engagement roles and/or a combination of experience and fundraising qualifications.
2. Qualifications in marketing, event management, gifts in Wills administration or business development an advantage

### Specialist Expertise & Knowledge

3. A passionate and highly skilled fundraiser with a “make it happen” attitude who has direct experience in managing key stakeholder relationships, comprising; supporters, community fundraisers, sponsors and funding bodies.
4. Demonstrated experience in delivering campaigns and grant applications, acquittals and relationship management with key funders such as Dry July Foundation.
5. Demonstrated experience in building and nurturing relationships to develop giving among existing supporters, cultivating supporters toward their full giving potential such as normalising the gifts in Wills conversation. A background in Cancer Services or Health related charitable organisation an advantage.
6. Ability to deliver unique supporter engagement plans and experiences, hosting special events/tours, maintaining contact and managing expectations and associated deliverables.
7. Proven ability to generate, retain and grow revenue through established long-term relationships and budgeting expertise.
8. Experience using CRM systems, fundraising platforms, Microsoft Office Suite and other fundraising platforms for data-driven supporter management ensuring all records are accurately maintained.
9. Direct experience with the corporate sector using highly developed interpersonal skills in managing strategic relationships including sponsorships and working with people of influence and/or medium-high net worth individuals.

# Mandatory Requirements

**National Police Record Check** A current and satisfactory National Police Record Check must be completed by all new staff prior to commencement at Bendigo Health.

**Immunisation** As a health provider dedicated to providing quality patient care, we all need to be aware of the critical importance of infection control. Each staff member has a responsibility to comply with Bendigo Health's Staff Immunisation Policy and various infection control policy and procedures. All staff are required to provide evidence of vaccinations prior to commencement at Bendigo Health

**Working with Children Check** Bendigo Health has a responsibility to provide a child safe environment. This position is a defined "child-related role" at Bendigo Health. As such you must maintain a valid working with children check. In addition you will be required to assist Bendigo Health in providing a child safe environment by participating in any training or reporting required to ensure the protection of children in our care.

**Membership with Fundraising Institute of Australia (FIA).** The work to be performed is set out in this position description and, where relevant, any professional standards and codes of conduct and ethics issued by the relevant professional association.

**Drivers Licence** A current Victorian driver's licence is required for this position.

*All Bendigo Health sites, workplaces and vehicles are smoke free.*

*This position description is intended to describe the general nature and level of work that is to be performed by the person appointed to the role. It is not intended to be an exhaustive list of all responsibilities, duties and skills required. Any elements of this document may be changed at Bendigo Health's discretion and activities may be added, removed or amended at any time.*