1. **THE ORGANISATION AND OUR MISSION**

St Vincent’s Hospital Melbourne (SVHM) is a leading teaching, research and tertiary health service, which employs more than 8,500 staff across 18 sites throughout Melbourne.

Part of Australia's largest not-for-profit Catholic health and aged care network, St Vincent’s Health Australia, SVHM provides a diverse range of adult clinical services including acute medical and surgical services, sub-acute care, medical diagnostics, rehabilitation, allied health, mental health, palliative care, correctional health and community residential care.

SVHM’s mission is to provide high quality and efficient health services to the people of Victoria in accordance with the philosophy of St Vincent’s Health Australia. This mission is based on the values of compassion, justice, integrity and excellence.

2. **KEY POSITION DETAILS**

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Digital Fundraising Manager</th>
<th>Reports to:</th>
<th>Deputy Director, St Vincent’s Foundation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Program:</td>
<td>Foundation</td>
<td>Department:</td>
<td>Foundation</td>
</tr>
<tr>
<td>Industrial Agreement:</td>
<td>Health and Allied Services, Managers and Administrative Workers (Victorian Public Sector) (Single Interest Employers) Enterprise Agreement 2021-2025 or its successor</td>
<td>Classification:</td>
<td>HS3 - HS24</td>
</tr>
<tr>
<td></td>
<td>Risk Category:</td>
<td>B</td>
<td></td>
</tr>
</tbody>
</table>

3. **LOCAL WORK ENVIRONMENT**

St Vincent’s Health Australia – Victoria Foundation is located on the Fitzroy campus. The Foundation’s purpose is to support excellence in research, medical innovation and clinical care by raising funds and creating awareness of the hospitals in the community. The Foundation raises operational and capital funds for both the Public and the Private Hospitals.

The Foundation was established in 1993. Over the past 28 years the Foundation has generated revenue totalling $117million with almost $24 million raised in the last three years.

The Foundation team has a diverse group of fundraisers with expertise in direct marketing, gift in wills, major events, major gifts, community fundraising, digital fundraising, grants submissions to trusts & foundations and database administration.

4. **POSITION PURPOSE**

The Digital Fundraising Manager will report directly to the Deputy Director and will have a close working relationships with the Foundation team and across the Hospitals.

The purpose of the role is to coordinate effective digital fundraising campaigns and appeals, and to ensure an elegant and effective donor-centric approach to online communications. The role will lead the redevelopment of the Foundation’s website, ACMD website and the Private Hospital Appeal website. It is also responsible for the execution of the Foundation’s social media strategy and growth across these channels, paid and organic advertising, and ongoing continuous improvement activities for the Foundation’s channels.
5. POSITION DUTIES

- Develop and implement innovative digital fundraising strategies to grow St Vincent's Foundation's community of supporters.
- Lead the redevelopment of the Foundation’s website - [www.stvfoundation.org.au](http://www.stvfoundation.org.au) – to ensure an effortless, immersive and personalised experience for donors and community.
- Manage and maintain the ACMD website ([www.acmd.org.au](http://www.acmd.org.au)) and support the Campaign Director with the development of a Private Hospital campaign site.
- Maintain the websites’ ongoing content and functionality, including userbility, SEO/SEM and drive growth in usage and revenue through the channel.
- Manage the Foundation's social media channels, working closely with the Communications & Marketing Consultant and across departments to ensure a cohesive brand narrative.
- Collaborate with the CRM and Database Manager to ensure a smooth online donation process through Raiser's Edge NXT.
- Collaborate with the Communications & Marketing Consultant to plan and deliver email fundraising and communications for the Foundation team.
- Oversee the creation and editing of online content for digital channels.
- Devise and implement acquisition strategies to grow the Foundation online community.
- Drive content distribution initiatives that engage new and existing donors.
- Manage analytics and tracking for web, email, and social channels.
- Lead on the delivery of online events and webinars.
- Support ad hoc in-house design work as needed.

6. INCUMBENT OBLIGATIONS

**General**

- Perform the duties of the position to the best of their ability and to a standard acceptable to SVHM.
- Comply with and ensure all those in the area they manage, comply with all SVHM requirements policies, procedures, by laws and directions.
- Ensure all those in the area they manage, only access confidential information held by SVHM when this is necessary for business purposes, maintaining the confidentiality of that information once accessed.
- Display adaptability and flexibility to meet the changing operational needs of the business.
- Maintain skills and knowledge necessary to safely and skilfully undertake duties.
- Take personal responsibility for the quality and safety of work performed.
- Recognise the relationship between clinical and non-clinical functions in the achievement of optimal safety and quality care.
- Take all necessary care and precautions in the performance of duties.
- Participate in risk management and continuous quality improvement activities as part of day-to-day work.

**Health and Safety**

- Ensure all health and safety related policies, procedures and directions are complied with in the area they manage.
- Report incidents and accidents and collaborate with management to resolve safety issues.
- Ensure all in the area they manage undertake annual Fire and Emergency Training and comply with fire and emergency procedures.
- Ensure all those in the area they manage, treat others with respect, behaving professionally and in accordance with the SVHM Code of Conduct and undertaking annual Workplace Culture and Equity Training.
- Conduct regular safety audits with Health and Safety Representatives and implement required improvements.
- Minimise WorkCover costs by actively assisting the return to work of any employee injured in the area they manage.
- As required, comply with fit-testing and PPE requirements.
7. INCUMBENT CAPABILITY REQUIREMENTS

The incumbent of this position will be expected to possess the following core capabilities:

<table>
<thead>
<tr>
<th>Capability</th>
<th>Demonstrated behaviour</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal</td>
<td></td>
</tr>
<tr>
<td>Personal effectiveness</td>
<td>Sets and measures team goals, driving pursuit of higher standards of practice</td>
</tr>
<tr>
<td>Learning Agility</td>
<td>Responds to new and complex situations by adjusting behaviour appropriately</td>
</tr>
<tr>
<td>Outcomes</td>
<td></td>
</tr>
<tr>
<td>Patient/Resident centred</td>
<td>Monitors satisfaction levels and proactively addresses issues</td>
</tr>
<tr>
<td>Innovation and Improvement</td>
<td>Anticipates problems and continuously improves systems and processes</td>
</tr>
<tr>
<td>Strategy</td>
<td></td>
</tr>
<tr>
<td>Driving Results</td>
<td>Takes ownership for performance of team results</td>
</tr>
<tr>
<td>Organisational Acumen</td>
<td>Uses information and organisational knowledge to make decisions and achieve results</td>
</tr>
<tr>
<td>People</td>
<td></td>
</tr>
<tr>
<td>Working with and Managing others</td>
<td>Leads others and shares responsibilities, providing support and effective communication</td>
</tr>
<tr>
<td>Collaboration</td>
<td>Operates Cross functionally and develops constructive relationships across the organisation</td>
</tr>
</tbody>
</table>

8. SELECTION CRITERIA

8.1 ESSENTIAL REGISTRATION, LICENSE OR QUALIFICATION REQUIREMENTS

- A digital fundraiser with demonstrated success in hitting targets and a passion for customer experience
- An in-depth knowledge of the latest platforms and trends
- A team player who collaborates effectively and drives continuous learning
- Experience managing paid digital campaigns across social, search and display
- Proven track record in driving growth and engagement across digital channels
- A creative and innovative approach to content
- Website management – experience using Fundraising or similar CMS desirable
- Strong analytical skills with the ability to draw insights from data and prepare reports for stakeholders

8.2 OTHER ESSENTIAL REQUIREMENTS

- Strong interpersonal, communication and negotiation skills
- Well-developed planning and organisational skills
- Outstanding capacity to build internal and external relations
- Experience in the Raiser’s Edge database or other databases.
- Ability to work effectively in a fast-moving team environment
- Proven working style which is flexible, positive and collaborative
- Demonstrated ability to deal confidently and professionally with stakeholders at all levels
- Creative flair and knowledge of InDesign desirable.

9. REQUIRED IMMUNISATIONS

SVHM Employee Health Screening and Immunisation Policy outlines the requirements for staff working in SVHM facilities.
Table 1: Vaccine Preventable Diseases for which vaccination and/or assessment is required within SVHM

<table>
<thead>
<tr>
<th>Chicken pox (varicella)</th>
<th>Whooping cough (pertussis)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hepatitis B</td>
<td>Diphtheria</td>
</tr>
<tr>
<td>Measles</td>
<td>Tetanus</td>
</tr>
<tr>
<td>Mumps</td>
<td>Influenza</td>
</tr>
<tr>
<td>Rubella</td>
<td>Tuberculosis</td>
</tr>
<tr>
<td></td>
<td>COVID-19 ***</td>
</tr>
</tbody>
</table>

NOTE: Vaccination requirements may differ according to individual jurisdictional requirements and policy directives and where there is a conflict the higher directive will apply.

***Following direction from the Victorian Chief Health Officer, under the Public Health and Wellbeing Act 2008 (Vic); Section 200; the COVID-19 Vaccination is mandatory for all employees (regardless of risk category), provided the individual does not have a medical contraindication according to the Australia Technical Advisory Group on Immunisation.

SVHM has grouped individuals according to their risk of transmitting vaccine preventable diseases and their risk of exposure to blood or body substances (Table 2).

Table 2: Health Care Worker Risk Categorisation

<table>
<thead>
<tr>
<th>Risk Category</th>
<th>Description</th>
<th>Vaccination requirement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Category A</td>
<td>Vaccination is <strong>required</strong> for this category of health care worker. Healthcare workers within this category have the potential to transmit Vaccine Preventable Diseases to vulnerable patients most at risk of mortality and morbidity from these diseases within SVHM. This includes employees with direct physical contact with patients/clients, deceased persons, blood, body substances or infectious material or surfaces/equipment that might contain these or contact that would allow acquisition and/or transmission of a specific infectious disease by respiratory means. This includes laboratory workers.</td>
<td>Required</td>
</tr>
<tr>
<td>Category B</td>
<td>Vaccination is recommended for this category of HCW. This includes individuals who do not work with the risk of exposure to blood or body substances, their normal work location is not in a clinical area (e.g. chef, administrative staff) and only attends the clinical area for short periods of time. Essentially, these individuals have no greater level of risk than that of the general community.</td>
<td>Recommended</td>
</tr>
</tbody>
</table>
10. PRE-EXISTING INJURY

Prior to any person being appointed to this position it will be required that they disclose full details of any pre-existing injuries or disease that might be affected by employment in this position.

11. AGREEMENT

National Police Check:

I understand that it is a condition of my employment to provide SVHM with a current National Police Certificate PRIOR TO COMMENCING WORK and this is at my own cost.

I understand that regardless of the frequency, if I am working and or visiting in a designated ‘high risk area’ of SVHM (as defined in the SVHA Pre-employment/Appointment Safety Checks Policy) I will be subject to periodic Police Checks every three years at my own cost.

NDIS Clearance (if applicable):

If you are working in a designated ‘Risk Assessed Role’ (as defined by the National Disability Insurance Scheme NDIS) regardless of frequency, you will be subject to periodic NDIS Worker Screening Checks every five years at your own cost. ‘Risk Assessed Roles’ are defined as (a) key personnel as defined in the National Disability Insurance Scheme Act 2013; (b) any role that directly delivers a set of specified supports or services in the NDIS (Practice Standards – Worker Screening) Rules 2018; (C) any role where normal duties are likely to require ‘more than incidental contact’ with people with disability. The designation of ‘Risk Assessed Roles’ are subject to change, please refer to NDIS Practice Standards for further information.

Required Immunisations:

Individuals who will be working in Category A positions will only be able to commence employment following assessment of their vaccination status. The decision to proceed with the commencement of employment will be at the discretion of the ICP in consultation with the Hiring Manager and may in some instances, require additional vaccinations to ensure full compliance with the SVHM Employee Health Screening and Immunisation Policy.

I understand that if additional vaccinations are required to comply with pre-employment prerequisites, this will be at my own cost. Where a state jurisdiction overrides this, the facility will bear the cost.

I have read, understood and agree to comply with the responsibilities and accountabilities of this position description. I agree to comply with all SVHM requirements, policies, procedures, by laws and directions.

Name: ____________________________________________________________

Signature: __________________________________________________________

Date: ______________________________________________________________