

# Position Description

<b>Title</b>	Fundraising Lead	<b>Position Reports to</b>	Director, Philanthropy and Fundraising
<b>Classification</b>	HS4	<b>Employment Status</b>	0.8 or 1.0 FTE (4-5 days per week)
<b>Enterprise Agreement</b>	VICTORIAN PUBLIC HEALTH SECTOR (HEALTH AND ALLIED SERVICES, MANAGERS AND ADMINISTRATIVE WORKERS) SINGLE INTEREST ENTERPRISE AGREEMENT 2016-2020		

As Australia’s only specialist eye, ear, nose and throat hospital, The Royal Victorian Eye and Ear Hospital’s (the Eye and Ear) has been providing care for the senses for more than 160 years. The Eye and Ear has over 90 different outpatient specialist clinics for the diagnosis, monitoring and treatment of vision and hearing loss and provides a 24 hour emergency eye and ear, nose, and throat service. The Eye and Ear provides care annually for around 190,000 patients, with over 130,000 outpatients, nearly 44,000 emergency patients and over 14,000 inpatients.

## Vision Mission And Values

The Eye and Ear is a world leader providing exceptional care. Our vision is to inspire and advance specialist eye and ENT care. Our mission is to improve health and wellbeing outcomes through excellence in clinical care, teaching and education, research and innovation. Our values of **Integrity, Inclusive and Accessible Care, Collaboration and Excellence** are at the core of everything we do.

- **INTEGRITY** We act ethically, accept personal accountability, communicate openly and honestly and treat everyone with trust and respect
- **INCLUSIVE AND ACCESSIBLE CARE** We treat patients with respect, are compassionate, thoughtful and responsive to their needs and sensitive to diversity
- **COLLABORATION** We communicate openly, respect diversity of views and skills and work effectively with partners and in multi-disciplinary teams to deliver the best outcomes for patients
- **EXCELLENCE** We give our personal best at all times, deliver exemplary customer service, monitor performance and seek leading edge ways to improve it

Please read our full Strategic Plan here:

<https://eyeandear.org.au/about/publications/strategic-plan/>

The Eye and Ear is an equal opportunity employer and is committed to providing a work environment that is free from harassment or discrimination and promotes inclusion, equity, diversity and cultural awareness in the workplace. The Eye and Ear is a smoke free environment.

## Position Summary:

The Fundraising Lead plays an integral role in driving and increasing fundraising income for the Eye and Ear. The role has responsibility for implementing and improving programs, appeals and campaigns that target individual donors, including direct mail appeals, the Grateful Patient acquisition program, regular giving and production of the Sight + Sound donor publication. The role also manages relationships with regular and mid-level donors, and organises donor events, site visits and engagement opportunities for these donor groups.

Reporting to the Director of Philanthropy and Fundraising, the role is part of a small, tight-knit team, and includes briefing and managing service providers including graphic designers, copywriters and mailhouses.

The position is available full-time or at 0.8 FTE. Hybrid and flexible workplace conditions are available.

## Key Responsibilities / Performance Outcomes:

- **Work within an ethically and legally sound framework.** Ensure responsibilities are undertaken in accordance with the Eye and Ear policies and procedures, Code of Conduct and applicable legislation.
- **Drive the individual giving strategy and grow the value of fundraising income** across individual giving channels, with a focus on retention and acquisition.
- Work with and **manage relationships with our services providers** (fundraising copywriter, graphic designer and mail house) to deliver on the following individual giving campaigns:
  - Two **fundraising appeals** per year, Christmas and End of Financial Year.
  - Two **Sight + Sound donor publications** per year, Autumn and Spring.
  - One **donor survey** per year.
- Manage the **donor data extraction, preparation and analysis** for the individual giving campaigns mentioned above (using IMIS database).
- **Set annual campaign budgets and targets** and track and manage revenue and expenditure to reach and exceed fundraising targets, making data-driven decisions.
- Develop and implement a **regular giving program**, targeting acquisition, reactivation and upgrades.
- Cultivate relationships with the hospital's **regular donors and mid-level donors**, providing personalised engagement and effective stewardship.
- Develop and implement a **Grateful Patient acquisition program**.
- Design and implement **donor journeys** to enhance loyalty and long-term engagement.
- Design and execute **donor events**, hospital tours and engagement opportunities aimed at individual donors, regular donors and mid-level donors.
- **Write donor-facing materials** to support fundraising efforts, including patient stories, social media posts, thank you letters and write-ups for the Sight + Sound donor publication on donor site visits and events.
- Develop, implement and maintain efficient internal processes for **tracking and reporting on the individual giving segments within the donor database** (IMIS).
- Undertake **post campaign analysis** to inform the strategic planning of the fundraising portfolio for continuous improvement.
- Regularly **scan the hospital philanthropy sector** to benchmark activity, identify opportunities to create new programs and grow existing programs, and track trends.

- Pro-actively **contribute to process improvement** across the philanthropy and fundraising function, including upholding PCI-DSS (Payment Card Industry Data Security Standards) compliance standards within the team.
- **Provide cover for the Philanthropy and Fundraising Co-ordinator** during times of leave, including processing donations, issuing tax receipts, reconciling donations and responding to donor queries, and updating the donor database.

### Quality, Patient Safety And Risk Management

Ensure utilisation of systems designed to support quality, safety & risk management. This involves:

- Having an understanding of working within your role and responsibilities outlined in the Eye and Ear Quality Clinical Governance Framework to deliver safe high quality and person-centred experience and care.
- Participating in reporting and analysis of safety and quality data including risks or hazards.
- Participating in improvement activities.
- Participating in the reporting and analysis of quality initiatives, adverse events and risk identification.
- Participating in appropriate professional development activities and other quality and safety training.
- Participating in health service activities required for accreditation.
- Ensuring appropriate use of hospital resources.
- Demonstrate awareness of the financial requirements of the department and demonstrate an awareness of cost effective practice.
- Actively participate in the annual performance development cycle.
- Is compliant with the Eye and Ear Data Accountability Framework.

### Occupational Health And Safety

The Eye and Ear endeavours to provide a working environment for its employees that is safe and without risk to health. Employees are required to:

- Perform their work with due regard for their own safety and health and for the safety and health of other people who may be affected by their acts or omissions.
- Actively promote and demonstrate the organisational values of integrity, care, excellence and teamwork.
- Participate in wellness@work initiatives.
- Report any hazards, near miss and incidents (regardless of whether an injury occurred or not) via the Victorian Health Incident Management System (VHIMS) Riskman.
- Understand and adhere to emergency procedures.
- Actively discourage and where possible call out inappropriate behaviour that may pose a safety risk to others.
- Participate actively in return to work programs if injured, and supporting injured colleagues in their return to work.

## Selection Criteria: Qualifications, Experience And Competencies

	Essential	Desirable
<b>Qualifications</b>		<p>Relevant tertiary qualifications in Fundraising, Marketing, Communications or a related field.</p> <p>Fundraising Institute of Australia member and has completed the FIA Code Course.</p> <p>Relevant Individual Giving short courses or workshops by FIA, F&amp;P, Philanthropy Australia etc.</p>
<b>Experience</b>	<p>Relevant experience in similar roles or skill-sets (individual/mass-market giving/fundraising) within the not-for-profit sector.</p> <p>A thorough understanding of individual giving approaches and strategies, including appeals, regular giving, acquisition, upgrading, retention.</p> <p>Demonstrated project management skills and the ability to manage campaigns end to end and meet financial targets.</p> <p>Proven organisational and time management skills, including the ability to work autonomously and meet deadlines.</p> <p>Hands on experience using CRMs/donor databases, including data extraction, segmentation, marketing automation and using insights to inform campaign development.</p>	<p>2+ years' experience in similar roles (individual/mass-market giving/fundraising) within the healthcare/hospital sector.</p> <p>Experience in event organising, particularly donor engagement events.</p> <p>Experience in managing agency relationships (copy-writers, graphic designers etc).</p>
<b>Competencies</b>	<p>Excellent interpersonal, communication and presentation skills.</p> <p>Well-developed planning, implementation, reporting and tracking skills.</p> <p>Strong Microsoft Office skills, including Word, Excel and Outlook.</p> <p>Strong analytical and problem-solving skills with the capacity to make strategic, data-driven recommendations.</p>	

	<p>Ability to perform calmly under pressure, balancing several simultaneous priorities.</p> <p>Ability to bring innovation and fundraising best practices into operation</p> <p>A team player with can-do attitude and a proven track record of contributing to the successful achievement of an organisation's key fundraising goals.</p>	
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## Reporting Lines

**Position Reports to** – Director, Philanthropy and Fundraising

**Number of Direct reports** – None (but role manages relationships with service providers including graphic designer, copywriter and mail-house).

## Key Working Relationships

Director, Fundraising and Philanthropy  
Philanthropy and Fundraising Co-ordinator  
Service providers including graphic designers, copywriters and mail houses  
Members of the Marketing and Communications team  
Hospital staff including Clinicians  
Patients and Carers  
Volunteers

*All staff are required to have a satisfactory National Criminal Record Check. Direct patient care/clinical employees are required to have a valid Working With Children Check.*

## Author of Position Description or Manager of Position:

Name – Olivia Myeza, Director of Philanthropy and Fundraising

Date – 21/11/2024

The Eye and Ear reserves the right to modify this position description as required. The employee will be consulted when this occurs. Statements included in this position description are intended to reflect the duties and responsibilities of this position and are not to be interpreted as being all-inclusive.

### Agreement

I have read, understood and agree to comply with the position description.

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_