

# Position Description

<b>Title</b>	Director, Philanthropy and Fundraising	<b>Position Reports to</b>	Chief Executive Officer (CEO)
<b>Classification</b>	HS6	<b>Employment Status</b>	Full-time or part-time (0.8 – 1.0 FTE)
<b>Enterprise Agreement</b>	VICTORIAN PUBLIC HEALTH SECTOR (HEALTH AND ALLIED SERVICES, MANAGERS AND ADMINISTRATIVE WORKERS) SINGLE INTEREST ENTERPRISE AGREEMENT 2021-2025		

## About the Eye and Ear

As Australia’s only specialist eye, ear, nose and throat hospital, The Royal Victorian Eye and Ear Hospital’s (Eye and Ear) has been providing care for the senses since 1863. The Eye and Ear has over 100 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 200,000 patients, with over 140,000 outpatients, nearly 45,000 emergency patients and over 15,000 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 always give our personal best, 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 Director of Philanthropy and Fundraising provides strategic leadership and hands-on delivery of The Royal Victorian Eye and Ear Hospital’s fundraising programs.

Reporting directly to the CEO and leading a dedicated team of three part-time staff and several external service providers (graphic designers, fundraising copywriters, mail house, grant writers), this role is pivotal in driving growth in philanthropic income through donations, trusts and foundations, and gifts in wills. Current programs under management include:

- Fundraising appeals
- *Sight + Sound* donor newsletter
- Grateful patient program
- Major donor program
- Regular giving program
- Community fundraising
- Corporate partnerships
- Trusts and foundations
- Gifts in wills

With strong year-on-year growth and two major capital campaigns on the horizon, this is an exciting opportunity to uplift and re-shape philanthropy at the hospital, with a particular creative focus on appeals and major donors. The successful candidate will have scope to elevate existing programs and design new initiatives that increase revenues and deliver lasting impact.

This position is available full-time or part-time (0.8 FTE), offering flexibility to suit the preferred candidate.

### **Benefits include:**

- Professional development opportunities
- Participation in hospital fundraising networks
- Salary packaging options
- Employee Assistance Program (EAP)
- Five weeks annual leave per year
- 12 Accrued Days Off annually for full-time staff
- A flexible, supportive team culture with hybrid work options

### **Key responsibilities / performance outcomes:**

- **Ethical and legal compliance**  
Operate within an ethically and legally sound framework, ensuring all responsibilities align with Eye and Ear policies, procedures, the Code of Conduct, and applicable legislation.
- **Team leadership and management**  
Provide empowering leadership and strategic direction to the Philanthropy and Fundraising team (Philanthropy Lead – 0.3 FTE, Fundraising Lead – 0.7 FTE, Philanthropy and Fundraising Co-ordinator – 0.6 FTE). Develop annual work plans with KPIs, conduct performance reviews, and mentor staff to foster continuous improvement.
- **Budget oversight**  
In collaboration with the Finance Business Manager, set annual income and expenditure budgets. Monitor revenue and expenses to achieve and exceed fundraising targets, using data-driven decisions to maintain a positive ROI for the department.
- **Reporting**  
Prepare concise monthly reports and an annual financial year review for the Executive Leadership Team.
- **Supplier engagement**  
Oversee engagement with external suppliers (copywriters, designers, photographers, mail

houses, grant writers), ensuring compliance with procurement processes and adherence to budget.

- **Culture of philanthropy**

Champion a culture of philanthropy across the hospital, raising awareness of fundraising initiatives among staff and creating opportunities for grateful patients to become donors.

- **Major donor relationship management**

Manage a portfolio of approximately 80 major donors, several trusts and foundations, and around 100 bequestors. Identify, refresh and develop major donor cohort. Deliver tailored engagement through meetings, site visits, events, personalised reporting, and bespoke touchpoints.

- **Event management**

Collaborate with Marketing and Communications to deliver donor and bequestor events, including the AGM, research forums, and other public-facing hospital events.

- **Capital campaigns**

Lead and implement capital campaigns, including upcoming projects such as Australia's first robotic arm for ear surgery and the redevelopment of the Cochlear Implant Clinic.

- **Individual giving**

Support the Fundraising Lead by overseeing strategies to grow income from individual giving channels, including appeals, newsletters, regular giving, grateful patient giving, community fundraising, and corporate partnerships.

- **Trusts and Foundations**

With support from the Philanthropy Lead, manage relationships with existing funders, prepare and submit applications and impact reports, and conduct prospect research to identify new opportunities.

- **Gifts in Wills**

Build and strengthen relationships with bequestors. Act as the primary contact for solicitors, optimise Gift in Will income, represent the hospital at estate mediations if required, and analyse pipeline data to inform budgets and strategy.

- **Sector insights**

Research trends and benchmark activity within the hospital philanthropy sector (particularly international Eye and Ear hospitals) to identify opportunities for growth and innovation.

- **Process improvement**

Drive continuous improvement across the fundraising function, ensuring compliance with PCI-DSS standards and the Fundraising Institute of Australia (FIA) Code.

### Quality, patient safety and risk management

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

- Understanding 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 reviews cycle.
- Demonstrating compliance 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>	Tertiary qualification in Business Administration, Fundraising, Marketing, Communications, or a related discipline.	Membership with the Fundraising Institute of Australia (FIA) and completion of the FIA Code of Conduct course.  Completion of philanthropy-related short courses, workshops, or conferences (e.g., FIA, F&P, Philanthropy Australia).
<b>Experience</b>	Extensive experience in senior fundraising and philanthropy roles  Demonstrated leadership and team management experience.  In-depth knowledge of current best-practice fundraising principles and compliance standards.  Proven ability to craft compelling donor impact reports, develop persuasive	Minimum two years' experience in a hospital or healthcare philanthropy setting.

	<p>funding proposals, and produce high-quality donor communications.</p> <p>Proven experience managing major donor relationships, including planning and delivering engagement events, coordinating site visits and meetings, making solicitations, and providing comprehensive stewardship and recognition.</p> <p>Familiarity with CRM/donor database systems.</p>	
<p><b>Competencies</b></p>	<p>Strong leadership and people management skills, including coaching and team development.</p> <p>Excellent organisational and time management skills with the ability to work autonomously and meet deadlines.</p> <p>Exceptional interpersonal, communication and presentation skills for diverse audiences.</p> <p>Commerciality - Advanced strategic, analytical, and financial acumen to support business growth.</p> <p>Creativity to initiate new approaches and campaigns.</p> <p>Superior writing skills for donor reports, proposals, newsletters, and social content.</p> <p>Proficiency in Microsoft Office Suite (Word, Excel, Outlook).</p> <p>Ability to manage competing priorities calmly under pressure and make data-driven decisions.</p> <p>Innovative mindset with a commitment to continuous improvement and best practice.</p> <p>High integrity, resilience, and sound judgement.</p>	

## Reporting lines

**Position Reports to** – Chief Executive Officer

**Number of Direct reports** – 3 part-time staff: Philanthropy Lead (0.3 FTE); Fundraising Lead (0.7 FTE) and Philanthropy and Fundraising Co-ordinator (0.6 FTE).

## Key working relationships

- Philanthropy and Fundraising team:
  - Philanthropy Lead
  - Fundraising Lead
  - Philanthropy and Fundraising Co-ordinator
  - Volunteers
  - External service providers (e.g., grant writers, graphic designers, fundraising copywriters, mail houses)
- Executive leadership:
  - Chief Executive Officer
  - Executive Team
- Internal stakeholders:
  - Marketing and Communications Team
  - Finance Business Manager
  - Hospital staff including Clinicians
- External stakeholders:
  - Donors, including Trusts and Foundations, major donors, bequestors, corporate partners and mass market donors

*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 – Brendon Gardner, Chief Executive Officer

Date – 9 February 2026

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

