

Eastern Health

POSITION DESCRIPTION

Position Title:	Philanthropy Manager – 12 month contract (to end of July 2025) Part time 0.8FTE
Award Classification:	HS4
Award / Agreement Name:	Victorian Public Health Sector (Health and Allied Services, Managers and Administrative Workers) Single Interest Enterprise Agreement 2021-2025
Position Reports to:	Head of Philanthropy

EASTERN HEALTH – HEALTHIER TOGETHER

Eastern Health is one of Melbourne’s largest metropolitan public health services. We provide a comprehensive range of high quality acute, sub-acute, palliative care, mental health, drug and alcohol, residential care, community health and statewide services to people and communities that are diverse in culture, age and socio- economic status, population and healthcare needs



1. POSITION PURPOSE

As the Philanthropy Manager at Eastern Health, you will play a vital role in managing and expanding our philanthropic income to Eastern Health, with a focus on individual giving and Gifts in Wills. A critical role within the Foundation team, the incumbent will develop relationships with internal and external stakeholders to strengthen a culture of philanthropy among staff and community members and increase Gifts in Wills pledges.

The Philanthropy Manager is responsible for the ongoing development and execution of Eastern Health's Gifts in Wills fundraising strategy, including implementing and growing the Iris Allingham Society (bequest society) and growth plans, for the purpose of increasing this income stream, to achieve the strategic goals of Eastern Health.

Support the Head of Philanthropy to grow the major gift portfolio, with a focus on mid-level and long-term donors.

This role will also work closely with the Head of Donor Engagement to ensure appropriate stewardship of mid-value and Gift in Wills supporters via cash appeals or donor care activities.

2. MAJOR DUTIES AND/OR RESPONSIBILITIES

- Implement engaging Gifts in Wills program.
- Execute planned Gifts in Wills campaigns, events and activities.
- Grow the number of confirmed bequestors to Eastern Health by:
 - Professionally managing and nurturing existing relationships
 - Identifying, cultivating and soliciting new relationships
 - Proactively engaging with Eastern Health staff
 - Develop and coordinate an annual calendar of engagement events (in person and virtual) to grow Gifts in Will program
 - Professionally and effectively manage enquiries from community members, donors and solicitors
- Maintain relationships with Executors and Solicitors in support of timely administration of deceased estates.
- With support from Eastern Health's Lead Counsel, manage contested Estates to achieve best results.
- Collect and share stories about the difference philanthropy and more specifically bequests have and can make to advancing research, medicine and care at Eastern Health.
- Serve as primary relationship manager for specific donors as assigned. This may include attending functions and events with donor, Executive team members and/or Foundation Director.
- Working with the Head of Donor Engagement develop and implement an engaging mid value program utilising best practice direct marketing tactics including through appeal and donor care program.
- Develop and implement an on-boarding and welcome journey for new mid-value donors.
- Working with the Head of Philanthropy, develop donor strategies, proposals, activities, recognition and database documentation in a timely and accurate manner for the purposes of securing repeat and increased gifts.
- Provide regular reports to Head of Philanthropy including performance against KPI's, financial data and other management information as required.
- Utilise various communication channels, such as face-to-face meetings, telephone calls, presentations, and written/email communications, to engage with trustees, donors, and other supporters.
- Keep up to date on the priorities of new and existing trusts and foundations and philanthropic donors, closely following relevant fundraising trends.
- Represent externally by promoting Eastern Health and developing productive financially sustainable relationships with stakeholders.
- Maintain communication with past supporters.
- Other duties as required to support Foundation team.

- Positive contribution to team culture.

3. SAFE PRACTICE AND ENVIRONMENT

Occupational Health and Safety

Eastern Health is committed to provide and maintain a working environment for all staff that is safe and without risk to health. All staff are to take care of their own health and safety and the health and safety of any other person who may be affected by your acts or omissions at the workplace. Understand responsibilities and accountabilities to yourself and others in accordance with OH&S legislation and Eastern Health policies and promote a working environment that is congruent with these guidelines. This includes staff reporting of all clinical and OHS incidents and near misses, in particular those related to Occupational Violence, Manual Handling and Slips, trips and falls.

Staff are required to comply with all state legislative requirements in respect to the Occupational Health and Safety Act 2004 and the Workplace Injury Rehabilitation and Compensations (WIRC) Act 2013.

4. TRAINING AND DEVELOPMENT

Relevant, practical and timely education should direct, facilitate, enhance and support the professional growth and practice of employees in a health environment characterised by change. All programs should endeavour to promote evidence-based practice, a problem solving approach and to be competency based.

You are expected to participate in the personal development process on an annual basis.

5. QUALITY

As a staff member of Eastern Health staff are required to comply with Eastern Health performance standards and participate in continuous monitoring and improvement as part of your role. You are also required to comply with legislation, professional standards and accreditation standards.

As a staff member employed by Eastern Health services you must have and maintain the appropriate skills and knowledge required to fulfil your role and responsibilities within the organisation. In addition, you must ensure that you practice within the specifications of this position description, and where applicable within the agreed scope of practice.

You are responsible for ensuring safe high quality care in your work. This will include complying with best practice standards, identifying and reporting any variance to expected standards and minimising the risk of adverse outcomes and patient harm. In addition, you will ensure that service and care is consistent with the EH approach to patient and family centered care.

6. CONFIDENTIALITY

Any information obtained in the course of employment is confidential and should not be used for any purpose other than the performance of the duties for which the person was employed. Staff are bound by the Information Privacy Act 2000 and the Health Records Act 2001.

7. EQUAL EMPLOYMENT OPPORTUNITY

You agree to adhere to the Equal Employment Opportunity policies and practices of the Health Service. Discriminatory practices, including sexual harassment, are unlawful. The Health Service will not tolerate discriminatory behaviour and any such conduct may lead to the invoking of the Disciplinary Policy and Procedure, which may result in termination of employment.

8. PERFORMANCE DEVELOPMENT

A Performance Review, that includes agreed targets, will occur three (3) months from commencement and then annually on the basis of the duties and responsibilities outlined in this position description. This is an opportunity to review personal and the allocated work unit's service performance, facilitated by the setting of objectives/goals and ongoing evaluation of performance and achievement. Objectives will be developed annually, documented, discussed and agreed with the immediate line manager, who will act as the assessor. The incumbent is expected to demonstrate and show evidence annually of on-going self and allocated work unit's service development.

9. EASTERN HEALTH'S PROMISE

Our promise to our communities, patients, consumers and staff is that we will be **HEALTHIER TOGETHER**. Bolder than a vision for the future, our promise calls us to action. We know that working together is the only way we can achieve what is necessary for a healthier future.

Our values are ones in action and are the behaviours that matter most.

- Respect for all
- Safe always
- Partnering in care
- Learning and improving everyday

Learning from the challenges of the past and looking to the future, we understand that we are building towards a more engaged, more reliable, always safe health service in partnership with our people to improve every day.

10. ATTACHMENTS

- Attachment 1 Key Selection Criteria

11. NOTE

Statements included in this position description are intended to reflect in general the duties and responsibilities of this position and are not to be interpreted as being all-inclusive.

Prior to accepting any offer of employment, prospective employees will be required to read and commit to the Eastern Health Code of Conduct, including (but not limited to) issues of Occupational Health and Safety, Equal Opportunity and Confidentiality.

Vaccination against infectious disease is a mandatory requirement of this role. An offer of employment is conditional on you providing evidence that you are currently vaccinated against COVID-19, prior to commencing employment.

Signed: _____

Date: ____/____/____

Manager

INCUMBENT STATEMENT

I _____ (Incumbent Name) have read, understood and accepted the above Position Description and associated Attachments.

Signed: _____

Date: ____/____/____

ATTACHMENT 1

KEY SELECTION CRITERIA

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Essential

- Education, training and/or relevant experience with at least three years' experience in fundraising, marketing or business development.
- Demonstrated experience (at least four years) in gift identification/solicitations/stewarding and/or Gift in Wills program development and management; preferably in health or higher education environment
- Exemplary interpersonal skills, including effective listening, empathy, discretion, diplomacy and the ability to build and sustain relationships
- Highly developed written and verbal communication skills, and high level presentation skills, with the maturity and capacity to communicate with a diversity of audiences including senior staff, donors and their legal representatives
- Ability to collaborate effectively and proactively develop good working relationships up, down, across, and outside the organisation
- Experience in leading meaningful engagement activities including, coordinating a range of high quality donor events

- Experience working to targets and KPI's, tracking and reporting on activity and results
- Learning mindset and a commitment to best practice Gifts in Wills and major donor fundraising
- Emotional intelligence, self-awareness and self-care
- Inclusive and helpful
- Curious and a commitment to ongoing learning
- Capacity to work independently or in teams to meet demanding time lines and expectations

Desirable

- CFRE (Certified Fundraising Executive) or equivalent qualification highly regarded
- Experience in healthcare philanthropy and experience in creating a culture of philanthropy
- Qualification in fundraising
- Membership of the Fundraising Institute of Australia
- A current driver's license is preferred

Aboriginal & Torres Strait Islander Candidates

Eastern Health's Aboriginal Workforce Plan 2023 – 2026 has recently been released. With a strong focus on cultural safety and belonging, actions included in the Workforce Plan provide practical supports for all Aboriginal and/or Torres Strait Islander staff.

An Aboriginal Employment Coordinator is available to ensure each person has culturally safe and positive employee experiences which foster belonging and access to diverse experiences and career pathways.

Should you require further information regarding this position or support to complete an application, please contact the Recruitment Manager for this position or Eastern Health's Aboriginal Employment Coordinator at Aboriginal.Workforce@easternhealth.org.au