

Austin Health Position Description

Position Title: Annual Giving and Engagement Manager

Classification:	HS5
Business Unit/ Department:	Austin Health Foundation
Work location:	Austin Hospital <input type="checkbox"/> Heidelberg Repatriation <input type="checkbox"/> Royal Talbot <input type="checkbox"/> Other - 37 Burgundy St, Heidelberg <input checked="" type="checkbox"/>
Agreement:	Victorian Public Health Sector (Health and Allied Services, Managers and Administrative Workers) Single Interest Enterprise Agreement 2021 - 2025
Employment type:	Full Time, ongoing
Hours per week:	38 hours
Reports to:	Head of Philanthropy
Direct Reports:	NIL
Financial management:	Budget: TBC
Date:	July 2024

About Austin Health

Austin Health is one of Victoria’s largest health care providers. We deliver services for patients across four main sites in Melbourne, in locations across our community, in people's homes, and within regional hospitals across Victoria. We are an internationally recognised leader in clinical teaching, training and research, with numerous university and research institute affiliations.

We employ approximately 9,500 staff and are known for our specialist work in cancer, infectious diseases, obesity, sleep medicine, intensive care medicine, transplantation, neurology, endocrinology, mental health and rehabilitation.

Our vision is to shape the future through exceptional care, discovery and learning. This is supported by our values, which define who we are, and shape our culture and the behaviours of our people.

We aim to provide an inclusive culture where all staff can contribute to the best of their ability and strive to develop further. We recognise that our people are our greatest strength. We want them to thrive, be their best selves and feel engaged, safe and empowered. To achieve this, diversity and inclusion is essential to our culture and our values. You can view our Diversity and Inclusion Plan [here](#).

Position Purpose

The Annual Giving and Engagement Manager is responsible for planning and implementing strategies for identifying, cultivating, soliciting and stewarding individual donors for Austin Health. The position manages direct mail, digital solicitation and annual giving.

Holding a vital role within the Austin Health Foundation and reporting to the Head of Philanthropy, the Annual Giving and Engagement Manager's focus is building trust with donors, expanding reach and engagement, and increasing the effectiveness of our activities in generating greater lifetime value from regular donors.

The Annual Giving and Engagement Manager works collaboratively with donors and internal stakeholders at various levels, as well as the broader Foundation and Corporate Communications team in a dynamic team environment.

The incumbent may be eligible to work in a hybrid arrangement, with up to two days per week working from home and a minimum of three days onsite at 37 Burgundy Street, Heidelberg, depending on operational needs. Some after-hours and weekend work may be required.

About Austin Health Foundation

The Austin Health Foundation drives generosity to enable exceptional care and possibilities at Austin Health and has an integral role in working towards the organisational vision of 'shaping the future through exceptional care, discovery and learning'.

Managing a total development program, the Foundation is responsible for raising funds for Austin Health, including the Olivia Newton-John Cancer and Wellness Centre, Heidelberg Repatriation Hospital and Royal Talbot Rehabilitation Centre.

The Foundation is a key function within the Foundation & Corporate Communications Directorate.

Purpose and Accountabilities

Role Specific:

- Manage the annual giving and stewardship programs, applying best practice approaches for trusted relationships and to maximise support.
- Set and achieve ambitious goals for increased donor engagement and cost-effective approaches that provide strong return on investment.
- Plan and execute steps for identifying, cultivating, soliciting and stewarding annual donors.
- Secure new, renewed, or increased funding from individuals through online giving, direct mail and digital campaigns, including surveys and tailored campaigns targeting donor areas of interest.
- Improve communication and fund development through digital channels to encourage more online giving.
- Establish regular reporting processes to measure results of all individual and annual giving activities to enable continuous improvement.
- Apply data insights to implement innovative ways to attract new supporters and enhance the diversity and engagement of donors across the Foundation portfolios.
- Engage directly with staff, patients and donors as part of stewardship activities and

to develop compelling content for appeals.

- Proactively build relationships and work effectively with internal and external stakeholders.
- Represent the Foundation at internal and external events.
- Collaborate with and support the Foundation team in other projects and campaigns.
- Contribute to the development of a strong culture for philanthropy across Austin Health.

All Employees:

- Comply with Austin Health policies & procedures as amended from time to time.
- Comply with the Code of Conduct and uphold our values, and diversity and inclusion commitments.
- Maintain a safe working environment for yourself, colleagues and members of the public. Escalate concerns regarding safety, quality and risk to the appropriate staff member, if unable to rectify yourself.
- Comply with the principles of patient centred care.
- Comply with Austin Health mandatory training and continuing professional development requirements.
- Work across multiple sites as per work requirements and/or directed by management.

Selection Criteria

Essential Knowledge and skills:

- Experience in a similar role in the not-for-profit or philanthropy sectors, with a proven track record for securing gifts.
- Experience in developing and implementing annual giving and stewardship programs and campaigns that meet performance targets and deliver strong returns on investment including lifetime value.
- Strong ability to collect and gain insights from and report on data to refine and improve activities.
- Experience in using Salesforce or similar system for setting up, tracking and evaluating campaigns and activities.
- Strong eye for detail and ability to manage multiple projects and competing timelines.
- Excellent track record in working with suppliers and partners, such as designers and mail houses, to work up and implement successful fundraising campaigns.
- Excellent written and verbal communication skills.
- Highly developed interpersonal skills and the ability to communicate respectfully and sensitively with a broad range of stakeholders.
- Strong team player, with highly developed initiative and drive, and ability to collaborate effectively with others.
- Excellent ability to build constructive and positive relationships with colleagues, donors, partners and suppliers.
- Ability to work on some weekends and after hours.

Desirable knowledge and skills:

- Experience in a similar role at a public hospital or foundation.
- Understanding of and commitment to cultural safety.

General Information

Austin Health is a Child Safe Environment

Austin Health is committed to child safety. We want children to be safe, happy and empowered. We support and respect all children, as well as our staff and volunteers. Austin Health has zero tolerance of child abuse, and all allegations and safety concerns will be treated seriously in line with legal obligations and our policies and procedures.

Equal Opportunity Employer

We welcome applications from Aboriginal and Torres Strait Islander people. For any support throughout the recruitment process or further information about working at Austin Health, please follow this link to Aboriginal Employment on our [website](#).

Document Review Agreement

Manager Signature	
Employee Signature	
Date	