Austin HEALTH

Position Description

Head of Fundraising and Supporter Engagement

Classification:	EX04
Business unit/department:	Austin Health Foundation
Work location:	Austin Hospital ☒ Heidelberg Repatriation Hospital ☐ Royal Talbot Rehabilitation Centre ☐ Other ☐ (please specify)
Agreement:	Victorian Public Health Sector (Health and Allied Services, Managers and Administrative Officers) (Single Interest Employers) Enterprise Agreement 2021-2025
Employment type:	Fixed-Term Full-Time
Hours per week:	38
Reports to:	Foundation Director
Direct reports:	4
Financial management:	Budget: TBA
Date:	March 2026

Austin Health acknowledges the Traditional Custodians of the land on which we operate, the Wurundjeri Woi Wurrung People of the Kulin Nation. We pay our respects to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.

Position purpose

The Head of Fundraising and Supporter Engagement is a member of the Austin Health Foundation leadership team, responsible for the strategy, growth and performance of donor acquisition, retention and fundraising across Austin Health, including Austin Hospital, Olivia Newton-John Cancer and Wellness Centre, Heidelberg Repatriation Hospital and Royal Talbot Rehabilitation Centre.

Reporting to the Foundation Director, this role leads mass market and mid-value fundraising activity including appeals, regular giving, digital fundraising, and supporter engagement and retention. In addition to engaging new donors and driving fundraising income, a core accountability of the role is to build a pipeline of high-quality leads for progression into the mid and high value donor portfolios managed by the Philanthropy team.

About the Directorate/Division/Department

The Austin Health Foundation is the fundraising department of Austin Health, supporting fundraising and philanthropic giving to enhance patient care, research, education and innovation. The Foundation manages philanthropic and volunteer development across Austin Health including Austin Hospital, Olivia Newton-John Cancer and Wellness Centre, Heidelberg Repatriation Hospital and Royal Talbot Rehabilitation Centre.

The Foundation oversees fundraising, donations, capital campaigns, sponsorships and philanthropic grant applications, working in partnership with clinical, research and executive leaders across Austin Health.

Position responsibilities

Leadership and Strategy

- Contribute to the strategic direction of the Austin Health Foundation as a member of the leadership team.
- Lead development and execution of the Foundation's fundraising strategy, aligned to organisational priorities and in line with the partnership and philanthropy strategies.
- Foster a donor-centred, insight-led, high-performance culture across the fundraising team.
- Work in close partnership with the Head of Philanthropy and Head of Partnerships to ensure clear portfolio boundaries, seamless supporter journeys and effective prospect handover.
- Develop relationships and work closely with leaders across the organisation, advocating for a culture of philanthropy and identifying appropriate funding opportunities
- Set ambitious KPI's and lead the development and management of annual budget, forecasts and performance plans.
- Drive continuous improvement in fundraising capability, systems and ways of working.

Donor Acquisition

- Lead the strategic growth of donor acquisition programs across direct marketing channels.
- Develop integrated test-and-learn strategies to grow the donor base and diversify income.
- Oversee audience segmentation, targeting, creative strategy and channel mix to maximise return on investment.
- Ensure acquisition programs are designed to support long-term donor value.
- Monitor performance, optimise campaigns and report on outcomes and insights.

Donor Retention, Loyalty and Engagement

- Lead the design and delivery of donor engagement and loyalty strategies to increase retention, giving and lifetime value.
- Develop compelling supporter journeys aligned to donor motivation, giving history and engagement signals.
- Ensure timely, meaningful and personalised stewardship and acknowledgement of supporters.
- Embed a culture of gratitude and impact storytelling across all fundraising touchpoints.
- Work closely with the Communications team to ensure consistency of messaging and brand.

Pipeline Development and Lead Generation

- Develop and manage strategies to identify, qualify and nurture donors with capacity and propensity to give at higher levels.
- Use data, analytics and engagement insights to surface mid- to high-value donor prospects.
- Establish clear processes and thresholds for prospect referral and handover to Philanthropy.
- Work collaboratively to support donor journeys and a shared accountability for growth.
- Track and report on prospect pipeline health and conversion outcomes.

Fundraising Operations, Data and Compliance

- Provide strategic oversight of fundraising operations including donation processing, receipting, coding and reconciliation.
- Ensure compliance with all relevant legislation, regulations and fundraising codes of practice.
- Drive effective use of CRM to support acquisition, engagement and pipeline development.
- Use data to inform investment decisions, forecasting and continuous improvement.

People Leadership

- Lead, coach and develop team members to deliver strong performance and career growth.
- Establish clear accountabilities, role clarity and performance expectations.
- Model inclusive leadership and contribute to a psychologically safe and respectful workplace.

Selection criteria

Essential skills and experience:

- Demonstrated senior-level experience (5+ years) leading large donor acquisition, retention and engagement programs
- Proven success in growing fundraising income through acquisition and donor engagement
- Strong strategic, commercial and analytical capability, including budget and performance management
- Demonstrated leadership and people management experience
- Experience using CRM systems to drive fundraising insight, segmentation and pipeline development
- Advanced communication and stakeholder engagement skills
- Growth mindset with the ability to innovate and adapt in a complex environment

Desirable but not essential:

- Knowledge of contemporary Australian fundraising regulation and best practice
- Experience with Salesforce CRM

Quality, safety and risk – all roles

All Austin Health employees are required to:

- Maintain a safe working environment for yourself, colleagues and members of the public by following organisational safety, quality and risk policies and guidelines.

- Escalate concerns regarding safety, quality and risk to the appropriate staff member, if unable to rectify yourself.
- Promote and participate in the evaluation and continuous improvement processes.
- Comply with the principles of person-centered care.
- Comply with requirements of National Safety and Quality Health Service Standards and other relevant regulatory requirements.

Other conditions – all roles

All Austin Health employees are required to:

- Adhere to Austin Health's core values: *our actions show we care, we bring our best, together we achieve, and we shape the future.*
- Comply with the Austin Health's Code of Conduct policy, as well as all other policies and procedures (as amended from time to time).
- Comply with all Austin Health mandatory training and continuing professional development requirements.
- Provide proof of immunity to nominated vaccine preventable diseases in accordance with Austin Health's immunisation screening policy.
- Work across multiple sites as per work requirements and/or directed by management.

General information

Cultural safety
Austin Health is committed to cultural safety and health equity for Aboriginal and/or Torres Strait Islander People. We recognise cultural safety as the positive recognition and celebration of cultures. It is more than just the absence of racism or discrimination, and more than cultural awareness and cultural sensitivity. It empowers people and enables them to contribute and feel safe to be themselves.

Equal Opportunity Employer
We celebrate, value, and include people of all backgrounds, genders, identities, cultures, bodies, and abilities. We welcome and support applications from talented people identifying as Aboriginal and/or Torres Strait Islander, people with disability, neurodiverse people, LGBTQIA+ and people of all ages and cultures.

Austin Health is a child safe environment
We are committed to the safety and wellbeing of children and young people. We want children to be safe, happy and empowered. Austin Health has zero tolerance for any form of child abuse and commits to protect children. We take allegations of abuse and neglect seriously and will make every effort to mitigate and respond to risk in line with hospital policy and procedures.