



POSITION DESCRIPTION

POSITION TITLE:	Project Director – RCH150
TERMS:	Fixed term contract .6 Part-time initially, with the potential to become full-time subject to requirements
NAME OF POSITION HOLDER:	
SIGNATURE:	
TITLE OF SUPERVISORS:	Chief Executive Officer, RCH Foundation and Executive Director, Communications, RCH
NAMES OF SUPERVISOR:	Sue Hunt and Alison Errey
SIGNATURE:	

For office use only

Position Number:

1 PURPOSE OF POSITION

The position of Project Director – RCH150 is responsible for:

- Effective and efficient planning for, and execution of the 150th anniversary celebrations for The Royal Children’s Hospital (RCH)
- A high quality, sensitive and inclusive program of activities that reflects the role that the RCH has played in the community throughout its history and plots a pathway towards an exciting and vibrant future
- Implementation of a set of key messages for the celebration
- Strong and effective relationships with key stakeholders and the ability to engage those stakeholders in the celebration
- Being a leader in the organisation and providing advice, expertise, assistance

2 ORGANISATIONAL RELATIONSHIPS

Position Title of Supervisor:

Chief Executive Officer, RCH Foundation and Executive Director, Communications RCH

Positions that report to this position:

Senior Producer

Other project staff as may be required and budgeted for

3 ORGANISATIONAL CONTEXT OF POSITION

The year 2020 marks 150 years of the RCH providing outstanding healthcare to the children of Victoria. From humble beginnings in the heart of Melbourne, the RCH has risen to become a world leading children’s hospital within a highly respected academic health science precinct.

The RCH was built by Doctors Smith and Singleton and a ladies committee who raised funds to support the Free Hospital for Sick Children in 1870. Today, that spirit of generosity lives on through the generous philanthropy the hospital receives from across the state and beyond. Philanthropic giving allows the RCH and its campus partners the Murdoch Children’s Research Institute and the University of Melbourne Department of Paediatrics, to provide world leading care to our most precious resource – our children.

The anniversary is a time to celebrate the achievements of the RCH and the affection which the community feels for it. It is therefore appropriate to mark such an important milestone with a series of events within the hospital and around the state. It is the time and it is the perfect occasion (just on a decade after the opening of the new hospital), to both acknowledge and honour what has been achieved and to reaffirm the ongoing and unwavering commitment to continually improving health outcomes for the community’s most vulnerable children, today and into the future.

The RCH, in partnership with the RCH Foundation and key stakeholders, will present RCH150, a program of celebration, with the aim of inspiring a new vision for the hospital’s future. RCH150 should include a staff and alumni engagement program, a public relations strategy, a community building program and a program of fundraising activities. It may be a catalyst to lay new foundations for major philanthropy and innovative fundraising and build new pathways to safeguard the financial future of the hospital, enabling it to attract the very best minds and the very best talent that the world has to offer in children’s medicine. The fundraising activities are being led by the RCH Foundation, who will work closely with this role to ensure alignment of strategy and messaging.

4. NATURE AND SCOPE OF POSITION

4.1 Work performed

The position of Project Director – RCH150 will be responsible for the governance, planning and delivery of a program of events in celebration of the RCH's 150th anniversary. The role has stewardship of telling the story of the history, heritage and future role of the RCH in its community.

The person will be responsible for the implementation of the project plan; build a core group of partners with whom the plan will be executed; liaise with communications staff and social media support staff and volunteers to deliver the program, and assist the RCH Foundation in any fundraising in support of ideas, if they request. The position will work with the Project Oversight Committee (POC) and key executive staff at RCH and RCH Foundation, to implement the umbrella theme, engagement strategy, messaging for the RCH and delivery of events.

In collaboration with the RCH Foundation and the hospital's Communication Team, the Project Director – RCH150 will work closely with POC members and other key identified partners to maximise the campaign reach. In collaboration with the RCH Foundation Chief Financial Officer, the Project Director – RCH150 will manage the budget and manage any staff dedicated to the event.

Central to the role will be the management of a wide variety of interest and stakeholder groups and managing both relationships and expectations is part of the Project Director's role.

The relationship with the RCH Foundation's fundraising and donor engagement activities is key and the Project Director will work on a variety of projects that the RCH Foundation wishes to deliver for the celebration. It is important to note that due to the nature of working in a small, lean team, flexibility is required and the role will be fast-paced, with the incumbent enjoying a high level of variety.

4.2. Challenges and problem solving

Major challenges currently facing the position include the need to:

- Build productive relationships with all stakeholders, including campus partners, Good Friday Appeal and other external stakeholders
- Work productively within the RCH procedures and operating environment
- Manage expectations, and keep project on track and on budget, managing ideas and suggestions when they run the risk of the project exceeding budget
- Manage a complex set of stakeholders with varying agendas, generating a collaborative approach and singular vision
- Be mindful of public perceptions, government relations and adherence to budget

4.3. Decision-making

The Project Director – RCH150 is responsible for the planning and implementation of the 150th celebrations for the RCH. The person will direct all celebratory activities and will therefore make decisions about the implementation of the program. The incumbent may also make decisions to develop productive stakeholder relationships, communications, marketing strategies and messages, and as such will make decisions about implementation and content to ensure successful outcomes. Given the complex nature of the hospital, communication is critical to executive level stakeholders and decision making should be made in consultation with direct supervisors.

The position makes recommendations to the POC and Management Project Group, and manages the project budget. The position works particularly closely with the RCH Foundation to understand and assist with the development of its strategies.

The position is given direction from the Executive Director, Communications of the RCH and the Chief Executive Officer, RCH Foundation and is required to translate this into appropriate strategies and action plans, and work collaboratively with staff across the teams. The person must use best judgment to provide both guidance and give feedback. The person must exercise superior judgment in bringing sensitive matters to the attention of the Executive Director, Communications RCH or Chief Executive Officer, RCH Foundation to ensure proposed solutions are endorsed before implementation.

4.4. Communication

Internal

- RCH and Foundation staff – act in accordance with values and create a team environment that works towards the success of the enterprise
- Internal stakeholders – campus partners, staff and alumni – align the purpose of the celebration across the campus

External

- RCH Good Friday Appeal - foster a strong relationship with GFA
- Ensure harmonious relationships with related suppliers and contractors
- The general public, both in Victoria and across Australia, including past and present patients and their families
- Other key external partners as identified as part of the role

5. KEY ACCOUNTABILITIES

Governance

- Manage and report back to the POC from that governance structure
- Manage approved budget

Messaging; Communications and Marketing

- Ensure the overall communications strategy promotes the celebration activities, and achieves key objectives and key messages
- Work with stakeholders to ensure support for the objectives and messaging
- Ensure leverage of the brand and the position within the community of the RCH through the celebration program
- Work with RCH Communications to ensure that the celebration projects have a forward-looking vision and that future opportunities for the RCH are central to the program and events
- Engage the Good Friday Appeal in the celebrations

Stakeholder Relationships

- Develop productive relationships with the many and varied stakeholders, from within the RCH and with partners external to the RCH Campus, including local, statewide, national and potentially international
- Ensure involvement of key partners in the overall messaging for the celebration and other program of activities

- Ensure an inclusive celebration that is recognised by all as welcoming and worthwhile
- Ensure that volunteer supporters within campus, such as Volunteer Services, RCH Auxiliaries and the RCH Foundation's volunteer program are included and actively involved
- Explore the opportunities for regional engagement via in particular the Good Friday Appeal network of volunteers

Planning/Management/Execution

- Delivery of the vision for the celebrations of the anniversary, ensuring that there is a program of campus umbrella events that align with the central program
- Overall management of the program, project initiatives and strategy, providing leadership and guidance to staff and volunteer supporters
- Work closely with the RCH Foundation Leadership Team in the implementation of anniversary strategies of the RCH Foundation, to ensure alignment with overall messages and event structure
- Staff supervision as required to ensure their effectiveness and development

Foundation birthday initiatives

- Coordinate/provide leadership to the program of activities that the RCH Foundation wishes to produce to celebrate the hospital's birthday.
- Develop and deliver RCH150 programming, which currently includes an Art Trail, an Indigenous art commission, and a major celebration dinner
- RCH Foundation Staff will support these initiatives and it is essential that they align with the overall RCH program and its messages

6. KNOWLEDGE, SKILLS AND EXPERIENCE

Key Selection Criteria

Essential

- Minimum 5 years' experience in project management/event delivery/festival or artistic director role
- Demonstrable experience in developing and executing major events, with a community focus, from inception to completion of a project
- Demonstrable experience building and developing positive working relationships with a wide variety of internal and external stakeholders
- Excellent verbal communication, negotiation and presentation skills
- A thorough understanding of, and interest in, social media and the online space
- Innovative and creative approach to opportunities and solving potential problems
- Demonstrable ability to display initiative, manage priorities, manage multiple issues and projects simultaneously, take responsibility for projects and show a proactive attitude
- Demonstrable ability to build effective relationships with a diverse range of stakeholders
- Clear understanding of and personal commitment to the mission and values of the RCH and RCH Foundation

Desirable

- Experience in a similar organisation and/or working with volunteers

7 TERMS AND CONDITIONS

- The position is offered as a fixed term contract position, through to 2021; part-time. There will be a 3-month probationary period.

- There will be a requirement to work outside of normal hours on limited occasion for fundraising events and activities. Allowance is made for reasonable time-in-lieu. Flexible working hours and conditions are offered.
- A competitive remuneration is available for the right candidate, depending on experience. Charitable salary packaging is available. Leave entitlements as per national standards.

8 KEY PERFORMANCE INDICATORS

To be developed with a personal work plan.

AGREEMENT TO THIS POSITION DESCRIPTION – to be filled out by the successful applicant

Signed for and on behalf of Sue Hunt
 Chief Executive Officer
 The Royal Children’s Hospital Foundation

Signed by the Appointee
 Appointee Name:

Signature:

Signature:

Date:

Date:

MORE INFORMATION AND HOW TO APPLY

Selection Criteria - Applications must address the Selection Criteria in the position description - applications that do not address the Selection Criteria will not be considered.

- More information - for further information or queries about this role, please email Sue Hunt, Chief Executive Officer, RCH Foundation at jobs.foundation@rch.org.au.
- Submitting your application - send your application, including your CV, the names and contact details of three referees and your response to the Selection Criteria to jobs.foundation@rch.org.au by 5pm on Friday, 22 February 2019.