

**POSITION DESCRIPTION**

**POSITION TITLE:** Fundraising Coordinator,  
Full time contract

**DEPARTMENT:** Auxiliaries and Fundraising

**NAME OF POSITION HOLDER:**

**SIGNATURE:**

**TITLE OF SUPERVISOR:** Manager, Auxiliaries and Fundraising

**NAME OF SUPERVISOR:** Laura Buck

**SIGNATURE:**

For office use only

Position Number:

## **1. PURPOSE OF POSITION**

The Royal Children's Hospital (RCH) Foundation has a rich history of dedicated supporters who fundraise for the hospital in their communities. This includes, community groups, individuals, groups and the RCH Auxiliaries

The position of Fundraising Coordinator is responsible for:

- A quality supporter experience, increased participation and increased numbers of fundraisers.
- Support and development of all community-based fundraising activities.
- Assisting to grow net income across loyal fundraisers by providing expert advice.
- Facilitate engagement between individuals in the community and RCH Auxiliary members with the aim of increasing fundraising revenue and Auxiliary membership.

## **2. ORGANISATIONAL RELATIONSHIPS**

### **Position Title of Supervisor:**

Manager, Auxiliaries and Fundraising

### **Positions that also report to Supervisor:**

Fundraising Coordinator

Retail Supervisor

Auxiliary Administration Officer

## **3. ORGANISATIONAL CONTEXT OF POSITION**

Founded in 1989, The Royal Children's Hospital Foundation is the fundraising arm of The Royal Children's Hospital, Melbourne, one of the world's leading children's hospitals. The Foundation has the vital role of raising and distributing donated funds to the hospital. While a legally separate organisation the Foundation works closely with the RCH and its Campus Partners (MCRI and UoM) in achieving its vision.

The people of Victoria love the RCH and in giving to the RCH Foundation, whether through linked fundraising appeals like the Good Friday Appeal or Auxiliaries in their community, they feel a great ownership. As a result of this ownership and the fact that the RCH Foundation is therefore a custodian of these donated funds, the RCH Foundation takes seriously its role for and on behalf of those donors.

Generous community support helps to sustain the hospital's role as international leader tackling some of the world's biggest health issues, and the RCH Foundation supports a vast network of fundraisers and donors. Donated funds drive the hospital's growth, are utilised for purposes of medical excellence, and support only the most innovative, life-changing programs and initiatives – that would otherwise not exist - in the areas of research, leadership, training, technology, equipment, and patient and family centred care.

Over the next few years, the RCH Foundation will be building on its strong base to increase the funds raised and will focus on responding to the exciting challenges and opportunities presented now that the RCH has moved into its new state of the art facility.

### **Vision**

We are the RCH Foundation and we are changing the future of children's health. Our vision is that the RCH, founded in philanthropy, supported now and in the future, will have the capacity to transform health care for children and young people.

**Mission** The people of Victoria love the RCH and they want it to be the best. We inspire our community to invest in the hospital's future by supporting care, treatment, research and learning that will improve the lives of young people and their families

### **Values**

- We show integrity in all our interactions, being moral, ethical, honest, transparent and trustworthy.
- We display humility, being modest, not self-important; confident and dealing with others.
- We show gratitude and appreciation for the efforts of our donors and our colleagues.
- We are compassionate showing empathy in our dealings with everyone.
- We are inclusive and respectful. We show loyalty and understanding.

The result of these values translates into action. We are known for delivery on our commitments.

## **4. NATURE AND SCOPE OF POSITION**

### **4.1 Work Performed**

The Fundraising Coordinator will plan and coordinate fundraising events and initiatives to grow the contribution to the Auxiliary and Fundraising Team. The main focuses of this role will be to develop, implement and provide support for the RCH1000 Program, RCH Champions Strategy and Tribute Giving.

The RCH1000 was established 18 years ago to fund vital research at RCH. RCH1000 members donate \$1,000 annually. The Fundraising Coordinator provides administrative, event and donor relations support to the RCH1000 Chair, committee and members.

The RCH Champions Strategy will focus on developing and growing the number of dedicated fundraisers who raise funds or the RCH Foundation to encourage year-on-year engagement and the integration with RCH Auxiliaries or the Good Friday Appeal where possible. The Fundraising Coordinator will focus efforts on ensuring the approval process to fundraise is seamless, user-friendly and fully automatic where possible. The role will provide advice and support to all fundraisers including RCH Auxiliary members in a timely and professional manner.

The third focus of this role is Tribute Giving. The Auxiliaries and Fundraising team are responsible for all In-Celebration and In-Memorial events and donations. The Coordinator will coordinate the current program and also look to find new way to improve current processes.

All fundraising staff are focused on donor development and stewardship and this position assisting in making events that support this happen. The person may be required to take and receipt general donations in the office, the hospital or at events.

As part of a small team, the position must be very hands on and flexible enough to respond to requests from fundraisers and Auxiliary members. It requires planning and coordination over a number of projects and events, with various stakeholders requiring different levels of support.

### **4.2 Challenges and problem solving**

Challenges currently facing the position include:

- To assist in the continued collaboration between Auxiliaries and other fundraisers

- Ensuring all fundraisers are provided with professional advice and support
- Ensuring all approvals are issued with individuals and groups and that uphold the reputation and brand of the RCH is protected in relation to fundraising
- Being able to build the confidence of new supporters feel when working with the RCH Foundation within short periods of time and converting fundraisers to RCH Champions
- Developing systems to reduce workload and work smarter, thereby ensuring that more fundraisers can be approved for fundraising for the RCH
- Focus time and energy on developing longer lasting relationships with fundraisers to ensure their on-going and continued support.

## **5. DECISION MAKING**

The Fundraising Coordinator is responsible for timely and accurate approval of community fundraising activities (Authorities to Fundraise) and will, under direction from the Manager, Auxiliaries and Fundraising make decisions concerning which activities should be approved.

Working with limited supervision the Fundraising Coordinator is responsible for decisions related to the management of the Foundation's support of fundraising groups and for how appreciation events are arranged. The position will research and make innovative recommendations to the Manager Auxiliaries and Fundraising prior to implementation.

The person must exercise superior judgment in bringing sensitive matters to the attention of the Manager, Auxiliaries and Fundraising as appropriate, to ensure proposed solutions are endorsed before implementation.

## **6. COMMUNICATION**

### **Internal**

- All Foundation staff – act in accord with the RCH Foundation's values and create a team environment that works towards the success of the enterprise
- RCH Staff – develop productive relationships with clinical practitioners, allied health professionals and researchers in order to develop key messages and projects for donor support
- Develop friendly, professional and productive relationships with RCH Foundation volunteers, such as Auxiliaries and other voluntary fundraisers
- To be part of the team, and join in our flexible, supportive and passionate working environment with good humour and a positive attitude

### **External**

- Fundraisers and RCH Champions
- Suppliers and contractors
- Auxiliaries members
- Donors

## **7. KEY ACCOUNTABILITIES**

### **7.1 RCH Champions**

- Take phone, email and personal enquiries from prospective fundraisers and direct applicants to online application
- Coordinate review and approval of all third party applications
- Advise RCH Foundation Communications of the activities which require promotion
- Encourage the use of third party online fundraising pages and ensure these are established and that they support the brand attributes of the RCH Foundation

- Identify fundraisers who have potential to be developed for further involvement or revenue streams
- Follow up remittance of monies from the fundraising groups
- Arrange appropriate acknowledgment of supporters, either at RCH or in their geographical location/event location
- Entry of all information in the RCH Foundation's donor database management system Salesforce
- Assess success of events and activities and recommend further development potential to the Manager Auxiliaries and Fundraising
- Establish and independently manage a portfolio of RCH Champions, building strong relationships through exceptional stewardship, strengthening the relationship over time and increasing revenue
- Assist in the development of the growth strategy for potential and RCH Champions
- Managing In Memory and Tribute Giving

## **7.2 Events**

- Assist in the development and implementation of retention strategies to encourage long term sponsorship and participation
- Host key events and tours with RCH Champions in the lead up to their events
- Attend events where required and provide logistical support as required
- Coordination and support for the Dame Elisabeth Murdoch Nursing Development Scholarship Luncheon Committee and events.
- Assisting the Auxiliaries and Fundraising team manage key stakeholders and the rollout of Christmas events at RCH including the Pratt party.

## **7.3 Fundraising Groups**

- RCH1000 – support the committee and support and develop initiatives to grow the RCH1000 donor base.
- Liaison with the RCH1000 Committee Chair, and financial administration including enquiries, database entry, invoicing, and receipting.
- President's Auxiliary Giving Circles

## **7.4 General**

- Contribute to the development of fundraising tools and resources that drive fundraising
- Take and respond to general enquiries from potential supporters. Take personal responsibility to provide information, support materials and follow up as required
- Managing contacts in the RCH Foundation's donor database, ensuring data integrity and compliance with RCH Foundation database protocols
- Any other tasks as directed by the Manager, Auxiliaries and Fundraising
- Development of systems and procedures where appropriate
- Represent the RCH Foundation at events where appropriate
- Assist at events and provide support to other members of the team as required
- As part of the Auxiliaries and Fundraising team, proactively support the RCH Gratitude Hub.
- Support and model the values and behaviours of the Foundation and the RCH.

## 8. KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

### 8.1 Selection Criteria

#### Essential

- Demonstrated high level customer service skills and hands on event fundraising experience
- Demonstrated interpersonal skills, warm and positive personality
- Demonstrated experience in a support role in a fundraising environment
- Experience with online fundraising strategies, database management and techniques ideas in automation journey
- Experience in working with community fundraisers
- Excellent written and verbal communication and strong administrative skills
- Demonstrated attention to detail, working under own initiative to strict deadlines, managing projects simultaneously, along with excellent problem solving skills
- Commitment to the RCH Foundation's values and a working style that reflects these
- Ability to exercise discretion in dealing with sensitive information, ability to be empathetic in the most delicate of situations and maintaining confidentiality at all times

#### Desirable

- Recognised event qualifications or hands on experience
- Experience using Salesforce CRM

#### a. TERMS AND CONDITIONS

- The position is offered as a full-time position on a three year contract and is subject to renewal. There will be a six 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.
- Salary packaging is available. Leave entitlements as per national standards.

#### b. PERFORMANCE INDICATORS

- To be agreed

### 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

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Signed by the Appointee  
Appointee Name: \_\_\_\_\_

Signature: \_\_\_\_\_

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. If you have not responded to selection criteria before for a job application, then please visit [www.rchfoundation.org.au](http://www.rchfoundation.org.au) for more information.
- **More information** - For further information or queries about this role, please email [ryan.brown@rch.org.au](mailto:ryan.brown@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](mailto:jobs.foundation@rch.org.au) by COB on Friday 17 May 2019.