

POSITION DESCRIPTION

**POSITION TITLE:** Corporate Engagement Manager

NAME OF POSITION HOLDER:

**DEPARTMENT:** Fundraising

SIGNATURE:

**TITLE OF SUPERVISOR:** Director, Fundraising

NAME OF SUPERVISOR: Ryan Brown

SIGNATURE:

For office use only

Position Number:

## 1. PURPOSE OF POSITION

The position of Corporate Engagement Manager is responsible for the development and growth of corporate relationships and support. This position includes:

- Implementing a comprehensive strategic corporate engagement plan through workplace giving, workplace fundraising and general corporate support
- Developing new corporate donor opportunities by engaging a broad cross section of industries and companies
- Increasing the level of support with existing corporate relationships – growing contributions from both company and employees
- Implementing a volunteering program that is attractive to companies and employees as well as appropriate for the RCH

## 2. ORGANISATIONAL RELATIONSHIPS

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

Director, Fundraising

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

Manager, Auxiliaries and Fundraising

Manager, Supporter Relations

Manager, Individual Giving

### **Positions that report to this position:**

None

### **Internal Relationships**

## 3. ORGANISATIONAL CONTEXT OF POSITION

The Royal Children's Foundation was founded in 1989 to raise funds for and on behalf of The Royal Children's Hospital (RCH). Since its inception it has provided ongoing support of the RCH in its mission to be a world class paediatric hospital.

The **core purpose** of the Foundation is to raise philanthropic funds and provide resources to the RCH for:

- Care and treatment of children requiring medical treatment
- Research into curative or preventative medicine
- To assist in the acquisition and development of the best medical talent, whether from Australia or overseas

## 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.

The Foundation has for over twenty years raised funds and supplied much needed resources for the RCH. While a legally separate organization it works closely with the RCH in achieving its vision. The people of Victoria love the RCH and in giving to the 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 Foundation is therefore a custodian of these donated funds, the Foundation takes seriously its role for and on behalf of those donors.

Over the next few years, the 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 as the RCH moves into its new building.

## 4. NATURE AND SCOPE OF POSITION

### 4.1 Work Performed

The Corporate Engagement Manager is part of the Fundraising department and is responsible for the development of corporate support and partnering. The person will help plan and implement a successful strategic framework to engage the corporate sector. This position is an integral part in the establishment and maintenance of key corporate relations and an important component in elevating corporate support.

This role is responsible for growing the financial contribution of existing corporate relationships as well as identifying and engaging new opportunities. A core responsibility will be comprehensive research and discovery of viable opportunities. This involves the appropriate positioning within the donor relationship of the Director, Fundraising, the Chief Executive Officer and/or the Foundation Chairman to cultivate and convert the opportunity.

The Corporate Engagement Manager is responsible for presenting a compelling case for support to companies and workplaces. This person will encourage support from employees through workplace fundraising and payroll contributions as well as influence companies to offer significant support and partnership opportunities.

This role will work with the Fundraising team (and the wider Foundation team) to establish and maintain positive relationships with the Foundation's supporters; ensure that the Foundation increases fundraising income to support excellence at The Royal Children's Hospital; raise the profile of the Foundation; and increase general community awareness of the Foundation and of The Royal Children's Hospital.

As part of a small team, the position must be very hands on and flexible enough to respond to requests from other team members. It requires simultaneous management and coordination over a number of relationships, with various stakeholders requiring different levels of support.

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

Major challenges currently facing the position include:

- Increasing employee engagement from companies that already support the RCH, possibly through links with the Good Friday Appeal
- Developing plans and tactics to appropriately engage business and build this area of contribution to the Foundation
- Influencing and encouraging donors to engage with the Foundation
- Positioning the leadership team of the Foundation for appropriate activation in the donor relationship, especially the CEO and Chair
- Ensuring existing relationships with corporate supporters are protected and nurtured
- Balancing out-of-hours work commitments with daily work routine

#### **4.3 Decision-making**

The Corporate Engagement Manager is responsible for establishing and maintaining relationships with companies and employees. The position is responsible for decisions related to the establishment and ongoing support of these corporate relationships. This person is responsible for decisions related to the administration of programs and procedures relating to corporate support and partnerships. This position needs to act independently, with the capacity to make decisions within parameters agreed upon with the Director, Fundraising.

Working with limited supervision the Corporate Engagement Manager must also research best practice and make informed recommendations to the Director, Fundraising. Responsible for corporate engagement, the position will make decisions concerning logistical and operational matters, and will, under the guidance of the Director, Fundraising, make decisions concerning the agreed strategies.

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

## 4.4 Communication

### Internal

- Other Foundation staff – act in accordance with the 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
- To be part of the team, and join in our flexible, supportive and passionate working environment with good humour and a positive attitude
- RCH Campus partners – to establish strong relationships that ensure smooth communications and increased awareness of the Foundation within the hospital

### External

- Corporate supporters and their employees
- Suppliers and contractors
- Local and national – build a personal network within the same field
- Represent the Foundation where required

## 5. KEY ACCOUNTABILITIES

### Corporate Development and Engagement

- In conjunction with Director, Fundraising, develop and implement a corporate engagement strategy
- Implement and manage comprehensive research and discovery protocols to determine viable opportunities for new corporate engagement and elevation of existing corporate support
- Research current RCH and RCH Foundation suppliers to discover new opportunities
- Personally engage and cultivate corporate relationships to elevate support
- Donor stewardship - managing the donor journey of corporate partners through the Foundation by identifying opportunities for elevation
- Work collaboratively with Fundraising Team to identify areas whereby there are opportunities to engage donors on a corporate level

### Employee Engagement

- Be responsible for the development and promotion of a workplace giving program, including at RCH
- Be responsible for the development and promotion of workplace fundraising initiatives
- Be responsible for presentation to workplaces to encourage support
- Be responsible for follow-up and maintenance of all employee based relationships
- Be responsible for the development and promotion of an attractive and appropriate corporate volunteering program

### **Donor Recognition and Acknowledgment**

- Assist in the development and implementation of an appropriate donor recognition and acknowledgment program and ensure its accuracy and currency
- Ensure appropriate appreciation is shown to corporate supporters and develop a program to make this happen

### **General**

- Researching best practice in this area and making recommendations for implementation
- Any other task within the scope of the role / function as directed by the Director, Fundraising
- Development of systems and procedures where appropriate
- General assistance in support of department team members

### **Administration**

- Engaging Salesforce as the main contact data-base and developing its use as a useful donor relationship management tool
- Develop reports on the progress of the Corporate Engagement portfolio and the status of relationships
- Develop reports, dashboards, and processes to continuously monitor data quality and integrity

### **Other support**

- Other responsibilities as determined from time to time

### **Foundation Values and Behaviours**

- Support and model the values and behaviours of the Foundation and the RCH

## **6. KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED**

### **Key Selection Criteria**

#### **Essential**

- 5+ years' experience in a similar corporate relationship management role
- Experience with workplace giving programs
- Experience of coordinating fundraising products and systems
- A commitment to learn traditional and non-traditional fundraising models
- Demonstrated interpersonal and relationship building skills.
- Excellent written and verbal communication and presentation skills and strong administrative skills
- Demonstrated attention to detail, working under own initiative to strict deadlines, and managing accounts and projects simultaneously
- Commitment to The Royal Children's Hospital Foundation's values and a working style that reflects these
- High level of maturity and ability to exercise discretion in dealing with sensitive information and maintaining confidentiality



## Desirable

- Recognised fundraising qualifications and a commitment to personal development
- Project management and problem solving skills
- Organisational awareness and stakeholder management expertise.
- Demonstrated experience of managing and motivating staff and others both internal and external

## 7. CONTRACTUAL ARRANGEMENTS

- The position is offered as a full time three year contract position. There will be a six month probationary period.

## 8. TERMS AND CONDITIONS

- 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. Salary packaging is available. Leave entitlements as per national standards.

## 9. PERFORMANCE INDICATORS

To be agreed

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 and to submit your application** - Send your application, including your CV, the names and contact details of three referees and your response to the Selection Criteria to Jenny Lloyd, Lloyd Connect [jenny@lloydconnect.com.au](mailto:jenny@lloydconnect.com.au) or 0414 388 768

