

Position description

Position title	Philanthropy Executive – Major Gifts
Department	Fundraising
Position reports to	Operational: Ally Pekin, Manager Individual Giving
Positions that report to this position	n/a
Type of employment	Full-Time
Location	The Royal Children's Hospital Foundation, 48 Flemington Road, Parkville

The Royal Children's Hospital Foundation
<p>Founded in 1989, The Royal Children's Hospital (RCH) Foundation is the fundraising arm of the RCH, one of the world's leading children's hospitals. The RCH Foundation has the vital role of raising and distributing donated funds to the hospital. While a legally separate organisation the RCH Foundation works closely with the hospital and its campus partners in achieving its vision.</p> <p>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 the RCH 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.</p> <p>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.</p> <p>VISION</p> <p>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.</p> <p>MISSION</p> <p>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.</p> <p>STATEMENT OF IMPACT</p> <p>The RCH will become a global centre of excellence in the care and treatment of the sickest and most vulnerable children and young people. With the support of integrated research programs, great academic leadership and first class staff, it will truly be known for its impact on childhood disease, nationally and internationally.</p>

PURPOSE OF POSITION

The position of Philanthropy Executive is responsible for the effective provision of building relationships with, and generating revenue from, individual donors. Specifically, the position is responsible for:

- Researching, cultivating, inviting and stewarding major donors
- Qualifying and inviting gifts from \$100,000
- Achieving financial goals
- High-level support to the Manager, Individual Giving, the Director, Fundraising and the Chief Executive Officer to develop significant gifts

Work performed

The role of the Philanthropy Executive - Major Gifts is an integral part of the Individual Giving Team and will work to research, identify, cultivate and secure potential major gift donors of \$100,000 +, with the goal to secure multi year support. The position is responsible for the development and stewardship to ensure relationships with major donors are developed to the highest standard and that donors are invited to continue to develop their commitment to the RCH.

The person will make recommendations to the Manager, Individual Giving, the Director, Fundraising, and the Chief Executive Officer, regarding potential significant gifts, and will identify donors for further development by the leadership of the RCH Foundation. The position will work with the Individual Giving Team in the advancement of donors through their giving journey and will work closely with key internal and external stakeholders.

This position will have superb communication skills to develop strong donor proposals in collaboration with the hospital priorities and internal Grants Team. This position requires strong relationship management skills and ability to build rapport with a wide range of stakeholders, from bereaved families to grateful patients and clinicians within the hospital.

As part of a small team, the position must be very hands-on and flexible enough to partner with team members, while not losing the focus of the responsibilities of his/her own portfolio.

Challenges and problem solving

Major challenges currently facing the position include:

- Continue the success in philanthropy of the RCH150 program
- Innovative stewardship and cultivation strategies in light of the COVID-19 pandemic
- Developing and increasing giving levels of donors in line with the 2026 strategy
- Development of case of support in line with hospital priorities and the internal grants system

Decision making

The Philanthropy Executive - Major Gifts is responsible for delivering financial and cultivation measures and, as such, the development of a moves management strategy for donors in their portfolio. The person may make decisions, based on research undertaken, about a donor's capacity to give, when to ask, who should ask and how to thank and steward donors

Working with limited supervision, the Philanthropy Executive - Major Gifts must also research best practice in the area of donor relationship management and, under the guidance of the Manager, Individual Giving and the Director, Fundraising, make decisions concerning the agreed strategies. In particular, and within agreed budgets, the person makes decisions concerning appreciation events and the overall approach to thanking donors.

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

Communication

Internal:

- Excellent and collaborative member of the Individual Giving Team
- RCH 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
- To be part of the team, and join in our flexible, supportive and passionate working environment with good humour and a positive attitude

External:

- Local, national and international networks – build contacts, connections and networks within the broader community including but limited to charitable, health and not-for-profit sectors
- Represent the RCH Foundation where required

KEY ACCOUNTABILITIES

The following are key elements which support the overarching goal of generating revenue for the RCH Foundation

Donor acquisition

- Research major donors not already giving to the RCH Foundation and develop strategies to engage with them
- Undertake research into existing donors on the RCH Foundation's database in order to develop strategies to increase their support
- Present major gift proposals of \$100,000+ to new prospective donors and established donors personally (some six and seven figure gift asks are expected), including renewal of established donors
- Build and maintain portfolio of 100-150 major gift donors and prospects and keep it current through moves management and Salesforce (CRM)
- Develop tailored donor proposals and acquittal reports in line with RCH priorities and donor wishes
- Support the Healthcare Philanthropy Program with clinician referrals of grateful patients

Stewardship

- Develop personalised donor strategies and tactics for identifying, cultivating, and soliciting a portfolio of the RCH Foundation's most generous supporters and prospective new donors
- Under the guidance of the Manager, Individual Giving, prepare reports for donors and general feedback
- Develop and maintain relationships with existing donors and prospective supporters through research and personal contact, by mail, phone and face-to-face, in order to maximise their level of engagement with the RCH Foundation
- Assist with the contact plan for existing and potential donors with the relevant Executive and Board Directors, the Director, Fundraising and the Manager, Individual Giving

- Organise donor events, attend visits/meetings with donors as appropriate
- Assist the Director, Fundraising and the Manager, Individual Giving in their roles of securing and building relationships with major donors
- Develop reports on the progress of the major gifts program, and contacts with donors
- Support the RCH Foundation Chief Executive Officer, Board Members and other high-level volunteers in identifying and developing prospective donors; this will include research, discussing tactics for approaching and liaising with other staff to provide materials

Donor recognition and acknowledgment

- Ensure appropriate and up-to-date listing on donor recognition displays, in publications, and in areas of the RCH, as relevant
- Coordinate thank you functions for individual donors and those who give to particular giving programs.
- Develop and negotiate major gift statements, where required, for gifts

Data collection and stewardship

- Use Salesforce to best effect, to capture and build relationship profiles, ensure all correspondence and files are tracked in Salesforce
- Use data mining techniques to build knowledge about potential donors
- Work with other staff to identify major donor prospects

General

- Any other task within the scope of the role/function as directed by the Manager, Individual Giving.
- Timely and accurate recording of supporter activity in the RCH Foundation's Salesforce based relationship management system (Supporter 360)
- Development of systems and procedures where appropriate

Other duties in the Individual Giving Team

- Identify opportunities for supporters to engage with the RCH Foundation in other ways or have the potential to increase their existing levels of financial support, including Endowment, Bed Sponsorship and Gifts in Will.
- Attend and effectively participate in team and organisational meetings as required
- Keep up to date with new developments in Major Gifts fundraising and other relevant issues, including organising and attending in-house and external training programs, relevant workshops, and seminars to maintain and update knowledge and expertise as agreed

RCH Foundation values and behaviours

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

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

Essential:

- Demonstrated experience in major gifts fundraising with experience with gifts higher than \$100,000, in personal solicitations, portfolio management and the preparations of proposals and reports.
- Advanced knowledge of Microsoft Office Suite
- Clear understanding of and personal commitment to the mission and values of the RCH Foundation

Desirable:

- Previous experience working in a major gifts role in health or hospital
- Salesforce CRM experience
- High level computer literacy and proficiency with fundraising programs

- Demonstrated experience and success in six figure plus gift asks
- Recognised fundraising qualifications and a commitment to personal development
- Organisational awareness and stakeholder management expertise
- Demonstrated experience of managing and motivating staff and others, both internal and external

KEY SELECTION CRITERIA

- Demonstrated experience in major gifts fundraising with experience with gifts higher than \$100,000, in personal solicitations, portfolio management and the preparations of proposals and reports
- Superb written and oral communication skills with experience communicating to a wide range of audiences, including major donors, corporate representatives, senior staff, board members and volunteers; as well as experience writing tailored donor proposals
- Excellent interpersonal skills with the ability to build relationships and demonstrated success in dealing with donors, including showing a high level of emotional intelligence and compassion to families of patients at RCH
- Demonstrated attention to detail, working under own initiative to strict deadlines, and managing accounts and projects simultaneously; including strong ability to work independently and as part of a team

TERMS AND CONDITIONS

- Employees are required to undertake a National Criminal Record Check and a Working with Children Check prior to commencing employment
- Employees are required to be vaccinated against COVID-19 and must provide vaccination certificate
- Employees are required to maintain a valid Working with Children's Check throughout their employment
- The position is offered as a three-year position. 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
- Leave entitlements as per national standards

IMPORTANT INFORMATION

VALUES

Integrity - moral, ethical, honest, transparent and trustworthy

- We show integrity in all our interactions
- We build trust with our communities by being transparent and by respecting our donors, suppliers, and colleagues

Gratitude - gratitude and appreciation guide what we do

- We are grateful to work in an organisation where young lives are being changed
- We appreciate the generosity of our donors, the support of our colleagues and the respect of our community
- We are grateful for the love the community demonstrates for our children

Innovation - change and creativity are central to who we are

- We empower each other to explore new ways to innovate and change
- We support medical innovation, and we enable the RCH to break new ground

Excellence – beyond best practice

- We hold ourselves to the highest standard
- We are professionals in our field with a burning desire to pursue excellence
- Our action orientation coupled with reflective practice drives growth and leads to significant impact for the hospital and our donors

The RCH Foundation is committed to a diverse and inclusive workforce. We encourage applications from Aboriginal and Torres Strait Islander people, people from culturally and/or linguistically diverse backgrounds, all members of the LGBTQI community and people with disability.

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

Signed for and on behalf of Sue Hunt, Chief Executive Officer

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Sue Hunt
Chief Executive Officer

Signed by the Appointee

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Position description last updated

October 2021