



## Position description

<b>Position title</b>	Manager, Marketing and Supporter Relations
<b>Department</b>	Fundraising
<b>Position reports to</b>	Director, Fundraising
<b>Positions that report to this position</b>	Supporter Relations Officer Database Officer Database Officer Marketing Coordinator
<b>Type of employment</b>	Full-Time, Ongoing
<b>Location</b>	The Royal Children's Hospital Foundation, 48 Flemington Road, Parkville

### The Royal Children's Hospital Foundation

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 RCH 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 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.

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.

#### 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

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.

#### STATEMENT OF IMPACT

The hospital 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.



## PURPOSE OF POSITION

The role of the Manager, Marketing and Supporter Relations is to be a specialist in marketing, customer service and donor database management. The Manager will provide advice to key stakeholders on data management and segmentation, and will actively identify opportunities within the database.

The Manager, Marketing and Supporter Relations leads a team of four dedicated fundraisers who provide integral assistance to the entire Foundation. The Manager's role includes:

- **Marketing, Acquisition and Campaigns:** Oversee all aspects of donor campaigns, including developing campaign ideation, managing performance and KPIs, and managing contractors engaged to assist with donor acquisition and campaign management. This includes managing a digital agency to deliver digital campaigns.
- **Reporting:** Ensure the Fundraising Department has access to high level reporting to assist with donor cultivation, moves management and portfolios.
- **Donor Journey and Segmentation:** Work with the Communications Team and the Fundraising Department's management team to define and develop audience segments and personas, and to implement and tailor a best practice donor journey. This includes ongoing evaluation to ensure receipting is completed in a timely manner.
- **Database Management:** Grow and maintain the integrity of the database, design and develop new functionality, and ensure best practice is followed by all Salesforce users.
- **Regular Giving:** Ensure the RCH Foundation regular giving program continues to grow from strength-to-strength.
- **Innovation:** Develop new approaches linked with ambitious growth targets including fostering agility, creating a data-driven approach to testing new ideas, and creating space to test creative thinking.

### Challenges and problem solving:

- Ensure the ongoing development of the Salesforce database across the RCH Foundation.
- Develop processes to maintain/attain data integrity and internal controls.
- Identify areas for growth within the donor database.
- Provide an increase in the acquisition and retention of Foundation supporters via the provision of the highest quality of customer service.
- Manage and monitor suppliers to ensure the RCH Foundation's direct marketing, regular giving and acquisition campaigns are meeting expectations and KPIs.
- Manage suppliers and reviewing their agreed KPI's within a service level context.

### Decision-making:

The position is responsible for the day-to-day management of the RCH Foundation's donor database and works closely with the Director, Fundraising and other key stakeholders to ensure information is provided in a timely manner.

The position provides advice to the Director, Fundraising on all matters relating to donor acquisition, donor retention, telemarketing and campaign management. The position is given broad direction from the Director, Fundraising on fundraising matters and is required to translate this into appropriate strategies, and work collaboratively with staff across the RCH Foundation team to ensure their success.



## **Communication**

### **Internal**

- Other RCH Foundation staff – act in accordance with the Foundation's values and create a team environment that works towards the success of the organisation
- To be part of the team, and join in our flexible, supportive and passionate working environment with good humour and a positive attitude.

### **External**

- Suppliers including database, digital, telemarketing and direct marketing agencies.

## **KEY ACCOUNTABILITIES**

### **Donor Management and Servicing**

- Overall management of the RCH Foundation's donor stewardship and donor management.
- Managing the supporter relations program at the Foundation, including developing, documenting and implementing robust and efficient systems, processes and protocols that promote high quality customer service, integrity of donor records and data accuracy.
- Demonstrating excellence in customer service through leadership and mentoring.
- Developing and implementing strategies to strengthen relationships between supporters and the organisation, reflected in their retention and increased commitment. Specifically, ensuring prompt, accurate and appropriate responses to enquiries as well as dealing effectively with complaints.
- Manage supporter response during major campaigns, including donation recording, receipting, updating communication preferences and monitoring and responding to feedback.

### **Marketing and Campaign Management**

- Oversee and develop new ideas for marketing campaigns, with a focus on increasing lead generation and increasing digital reach, engagement and conversions.
- Manage donor acquisition suppliers to ensure weekly and monthly targets are achieved.

### **Database Management**

- Play a connective role between the Foundation's fundraising professionals and the database system.
- Take the lead role in designing and developing new functionality and improving processes, working collaboratively with all users, providing guidance, training and support.

### **Reporting, Compliance and Budget Management**

- Develop internal management reports including daily, weekly and monthly reports for donor management, stewardship and budgeting.
- Budget preparation, forecasting and monitoring, including maximising the net return to the Foundation through effective donor acquisition, retention and direct marketing.
- Ensure compliance with policies, procedures, risk and governance.

### **Team Leadership**

- Oversee the development and implementation of annual work plans and KPIs for the Supporter Relations and Marketing Team.
- Actively participate as a leader in the Foundation's management group.
- Work alongside the Managers group to ensure clear communications and adherence to achieving timelines
- Attend events where necessary.

### **Primary Outcomes for the position are:**

- An effective Marketing and Supporter Relations Team that is achieving its targets and contributes effectively to the departmental and organisational goals.



- An increase in the acquisition and retention of Foundation supporters as a result of developing a robust marketing strategy and creating data-driven campaigns, underpinned by the provision of the highest quality of customer service.
- All processing and record-keeping is updated accurately, on time, in line with business rules and service standards. The management of supporter and financial records meets audit, privacy and data protection requirements.
- Improvements to the effectiveness and efficiency of Supporter Relations processes and those of the wider Fundraising program.
- Donor campaigns including, acquisition, retention, regular giving and annual campaigns are delivered on time and meet budget expectations.
- A donor database that advances with the needs of the growing organisation.

### KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

#### Essential

- Five years or more marketing or fundraising experience within the not-for-profit or health care sectors, including at least two years' experience managing a team or similar experience.
- Strong knowledge and experience working with a donor database.
- Aptitude in using the Microsoft Office Suite.
- Excellent written and verbal communication with strong administrative skills.

#### Desirable

- A degree or diploma in marketing, fundraising, business studies or equivalent.
- Salesforce CRM experience.

### KEY SELECTION CRITERIA

- Demonstrable success in developing and delivering marketing and fundraising campaigns and initiatives, and managing a team to deliver on growth targets year-on-year.
- A proven track record of delivering strategic, data-driven digital fundraising campaigns with a focus on lead generation, acquisition and packaging 'products' for targeted donor segments.
- Expertise in working with a donor database, and demonstrable experience leading innovation in developing new opportunities and processes to mine data for lead generation and acquisitions, and to increase campaign reach, engagement and ROI.
- Demonstrated experience in best practice donor management, stewardship and servicing.
- Outstanding attention to detail, working under own initiative to strict deadlines, and managing multiple projects simultaneously.
- Experience in managing a team, and operating effectively in a flexible environment with excellent client service skills and focus.

### 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 maintain a valid Working with Children's Check throughout their employment.
- It is a condition, and inherent requirement, of your employment that you are, and remain, fully vaccinated against COVID-19 with booster shot.
- The position is offered as a full-time, fixed-term position.
- 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.
- Flexible working hours and conditions are offered, including a hybrid working model.



## IMPORTANT INFORMATION

### VALUES

#### **Integrity - Moral, Ethical, Honest, Inclusive and Trustworthy**

This means we WILL:

- Develop open and transparent communications for our team, as well as our donors and stakeholders, building trust and fostering collaboration.
- Create an inclusive and supportive environment, by demonstrating respect and empathy.
- Commit to being ethical, fair and just.
- Champion diversity and inclusion as ongoing, evolving work.

#### **Gratitude - Gratitude and appreciation guide what we do and how we act**

This means we WILL:

- Lead with respect, actively listening and supporting each other, our donors and our stakeholders.
- Recognise that every single team member plays a valuable role within the organisation.
- Actively show appreciation and compassion in all of our relationships.
- Share stories and moments of gratitude with our team and our community to remain connected and top of mind.

#### **Innovation - Change and creativity are central to who we are**

This means we WILL:

- Collectively collaborate and commit to change.
- Foster agility in our thinking and our work; reviewing, evaluating and pivoting where needed.
- Encourage new ideas by embracing curiosity, and creating new conversations.
- Create safe spaces to test new thinking and approaches.

#### **Excellence - Beyond best practice**

This means we WILL:

- Strive to be a charity of choice, holding ourselves to the highest standards for our staff, donors and the hospital.
- Empower each team member to do their best and thrive for the future, by providing the space, resources and support they need.
- Celebrate our cross-team expertise, by sharing knowledge and seeking new ways to continually improve.
- Ensure we have the people, resources and expertise needed to be the best we can.

**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 Ryan Brown, Chief Executive Officer

Ryan Brown, CEO

Signed by the Appointee

**[Applicant Signature]**

**Position description last updated**

**April 2024**