

Position Description

Position Title	Director of Fundraising
Position Number	30027667
Division	Strategy and Community Affairs
Department	Fundraising
Enterprise Agreement	Health and Allied Services, Managers and Administrative Workers (Victorian Public Sector) (Single Interest Employers) Enterprise Agreement 2021 - 2025
Classification Description	Dependant on Qualifications
Classification Code	Dependant on Qualifications
Reports to	Chief Strategy and Community Affairs Officer
Management Level	Tier 2 - Director Operations Managers
Staff Capability Statement	Please click here for a link to staff capabilities statement

Bendigo Health

With more than 4,500 staff and volunteers and covering an area a quarter of the size of Victoria, Bendigo Health, is an expanding regional health service offering the advantages of city life combined with the beauty and freedom that comes from living in a regional area.

Bendigo Health is a 700 bed service that treats more than 45,000 inpatients, triages more than 65,000 emergency attendees and welcomes more than 1,600 new born babies in a year. In addition more than 15,000 operations are performed in our operating theatres and more than 100,000 occasions of services are provided in our clinics to outpatients.

The organisation provides services in emergency, maternity, women's health, medical imaging, pathology, rehabilitation, community services, residential aged care, psychiatric care, community dental, hospice/palliative care, cardiology, cancer services and renal dialysis to the people of the Loddon Mallee region.

With our main campus based in Bendigo, our services extend throughout the Loddon Mallee with sites in areas such as Mildura, Echuca, Swan Hill, Kyneton and Castlemaine.

Demand on services is increasing rapidly with Bendigo being one of Victoria's fastest growing regional cities.

Our Vision

Excellent Care. Every Person. Every Time.

Our Values

CARING – We care for our community

PASSIONATE – We are passionate about doing our best

TRUSTWORTHY - We are open, honest and respectful

All staff at Bendigo Health should have, or aspire to the personal qualities, knowledge and skills as described in the Bendigo Health Staff Capabilities Statement. Refer to link at top of page.

The Strategy and Community Affairs Division

Strategy and Community Affairs includes Strategy and Governance, Corporate Affairs, Fundraising and Volunteer Services. All four teams work to advance the organisation's key priorities, values and vision. Areas of focus include Strategic Planning, coordination of governance and Board reporting, internal and external communications, media management, government relations, fundraising, management of the volunteer program, and. Together, they support the entire organisation in their pursuit of Excellent Care. Every Person. Every Time.

The Fundraising Department

The Fundraising department raise and manage philanthropic funds to support the work of Bendigo Health that is above and beyond its government work, and to assist with Bendigo Health's strategic priorities. Research, equipment, specialised clinical positions and patient services, and facilities are funded from fundraising so more people in our region are treated closer to home and their loved ones.

The Position

The Director of Fundraising is responsible for leading and delivering the hospital's philanthropic efforts in alignment with Bendigo Health's next Strategic Plan 2026-2030. This role will drive significant growth in philanthropy and donations and raise the profile of Bendigo Health, enabling the provision of vital non-Government funded research, equipment, specialised clinical positions and patient services, and facilities. The Director will oversee and manage a comprehensive suite of fundraising initiatives, including a grateful patient program, major gift giving, wills and bequests, trusts and foundation grants, partnerships, direct marketing, and community fundraising.

Reporting to the Chief of Strategy and Community Affairs, the Director will work closely with key stakeholders, including the Chief Executive Officer, Executive Team, Division and the newly commissioned Bendigo Health Foundation Board to achieve fundraising goals and support the hospital's growth.

Responsibilities and Accountabilities

Key Responsibilities

1. Fundraising Management
 - Understand the needs of the fundraising targets and develop operational plans to meet organisational strategic objectives
 - Work closely with the Board, Chief Executive Officer and Executive Team to implement annual fundraising plans to deliver growth
 - Working with the Chief of Strategy and Community Affairs provide direction and advice to the Executive and Foundation Board on fundraising activities.
 - Support the Chief of Strategy and Community Affairs in the development and implementation of Bendigo Health's Strategic Plan.
2. Fundraising Initiatives
 - a. Grateful Patient Program
 - Develop and implement a Grateful Patient Program to engage current and former patients, as well as their families, in supporting the organisation through individual donations.
 - Create a structured framework, including training and systems, to enable clinicians to effectively identify, engage, and refer potential donors to the program, ensuring seamless cultivation and stewardship of these relationships.

- b. Wills and Bequests Program
 - Develop and oversee a comprehensive wills and bequests program to foster long-term giving and enhance donor loyalty.
 - Cultivate relationships with prospective bequest donors and key stakeholders, offering informative seminars and resources to encourage planned giving.
 - c. Trusts and Foundations Grants
 - Develop plans and oversee the preparation and submission of grant applications to Trusts and Foundations.
 - Collaborate with the Research Department to support and enhance grant applications to Trusts and Foundations.
 - d. Major Donor Program
 - Lead the establishment of a major donor program, identifying, engaging, cultivating and stewarding individual donations aligned to organisation's strategic and operational priorities.
3. Marketing and Communications
- Collaborate with Corporate Affairs to develop marketing communications and collateral that highlight the impact of philanthropy and fundraising initiatives, engaging individuals, groups, and the broader community to expand the organisation's fundraising efforts.
 - Provide guidance on best practices for donor communication across both traditional and digital media channels.
 - Work with the Corporate Affairs team to prepare and deliver an annual Impact report.
 - Foster seamless communication between the Fundraising team and the Corporate Affairs Office to ensure alignment and consistency in messaging.
4. Leadership, People, and Stakeholder Management
- Lead, manage, and inspire the Fundraising Team to achieve annual targets and objectives.
 - Build strong relationships with internal stakeholders, including the CEO and Executive Team.
 - Foster positive relationships with external stakeholders.
 - Develop and implement performance standards and accountabilities for the team, ensuring tracking and evaluation of performance.
5. Budget and Financial Management
- Develop and manage the annual operational budget for the fundraising office in collaboration with the Chief of Strategy and Community Affairs.
 - Report regularly on fundraising performance to the Hospital Executive and Bendigo Health Foundation.
 - Ensure compliance with reporting requirements set by the Australian Charities and Not-for-profits Commission.
6. Reports and Policies
- Provide regular reports and presentations for the Chief of Strategy and Community Affairs, outlining fundraising progress and insights.
 - Review and develop fundraising policies and procedures to support the overall objectives of Bendigo Health.

Key Result Areas

1. Grateful Patient Program
 - Growth of a grateful patient program with measurable results in donor engagement and giving.
2. Wills and Bequest Program
 - A growing bequest program, contributing to long-term giving.
3. Trusts and Foundations
 - Growth in the number of successful submissions for funding to Trusts and Foundations grants.
4. Major Donor Program
 - Effective identification, cultivation, solicitation, stewardship and growth of major donors to secure significant donations.
5. Marketing and Communications
 - Growth in the donor database and increased income through marketing campaigns.
6. Leadership, People, and Stakeholder Management
 - A high-performing fundraising team that meets and exceeds targets, with strong leadership and development.
7. Budget and Financial Management
 - Achievement of fundraising financial goals through effective budget and financial management.
8. Reports and Policies
 - Regular, insightful reporting and up-to-date fundraising policies that guide the team's work.

Generic Responsibilities

Code of Conduct - The Victorian Government's Code of Conduct is binding on all Bendigo Health staff. Contravention of a provision in the code may constitute misconduct and/ or regarded as a breach of the employee's employment agreement and will be dealt with under the organisations Counselling and Disciplinary Action Policy.

Compliance with policies and procedures - All Bendigo Health's policies and procedures are set out in its clinical and managerial policy manuals located on the intranet under PROMPT and in hard copy. All staff must ensure they comply with policies, procedures and standard ways of work practices when carrying out their work. Any breach in compliance may result in disciplinary action.

Occupational Health and Safety - Every staff member has the responsibility to take reasonable care of their own health and safety and the safety of others, to cooperate with Bendigo Health's OH&S policies and to participate in appropriate safety education and evaluation activities. All staff are expected to participate in reporting any health, safety and wellbeing issues. Any breach in compliance may result in disciplinary action.

Infection Control - Every staff member has the responsibility to minimise incidents of infection/ cross infection of residents, staff, visitors and the general public. All staff must adhere to the policies and procedures as set out in Bendigo Health's infection control manuals. Any breach in compliance may result in disciplinary action.

Confidentiality - All information concerning Bendigo Health, its patients, clients, residents and staff should remain strictly confidential. Any unauthorised disclosure of such information may result in disciplinary action.

Quality Improvement - Bendigo Health is dedicated to improving the quality and safety of health services by providing care within the following domains of quality: Consumer Participation, Clinical Effectiveness, Effective Workforce and Risk Management. As a result, we apply the concept of the quality cycle for all our quality activities, initiatives and projects thereby ensuring the best possible care and treatment results are achieved. The underlying principle of the cycle is that an activity is not complete until evaluation shows that it has been effective and reached the desired outcome. As a Bendigo Health employee you have a responsibility to participate in and commit to ongoing quality improvement activities using the framework of the NSQHSS (National Safety and Quality Health Service Standards).

Diversity – Each person has a right to high-quality health care and opportunities regardless of diversity factors, which might include aspects such as cultural, ethnic, linguistic, religious background, gender, sexual orientation, age and socio-economic status. Every staff member has a responsibility to recognise and respect diversity. Inclusiveness improves our service to our community and promotes engagement amongst staff. Employees are required to carry out lawful directions outlined above or delegated to them. The work to be performed is set out in this position description and, where relevant, any professional standards and codes of conduct and ethics issued by the relevant professional association.

Key Selection Criteria

Essential

1. **Fundraising Expertise:** Demonstrated success in managing and growing donor bases, grateful patient, will and bequest, Trust and Foundation grants and major gift programs.
2. **Experience and Knowledge:** Significant experience in a senior fundraising role, with a proven track record in developing and leading a diverse range of fundraising programs. Knowledge of the healthcare and not-for-profit sectors is an advantage.
3. **Financial Acumen:** Experience in budget management and the ability to meet financial targets.
4. **Relationship Building:** Demonstrated experience in working collaboratively with senior management and external stakeholders to achieve shared fundraising and organisational objectives. Skills in managing expectations, fostering engagement, and driving long-term support from key stakeholders.
5. **Stakeholder Management:** Proven ability to build and maintain strong relationships with a wide range of stakeholders, including Healthcare executives, Board members, donors, corporate partners, councils, institutions, volunteers, and community members.
6. **Leadership Skills:** Strong leadership skills with experience in management and motivating a team, achieving targets and developing talent.
7. **Alignment:** Experience in aligning fundraising efforts with organisational strategic goals.
8. **Communication Skills:** Excellent interpersonal and communication skills, with the ability to build and maintain relationships with internal and external stakeholders.

Mandatory Requirements

National Police Record Check A current and satisfactory National Police Record Check must be completed by all new staff prior to commencement at Bendigo Health.

Immunisation As a health provider dedicated to providing quality patient care, we all need to be aware of the critical importance of infection control. Each staff member has a responsibility to comply with Bendigo Health's Staff Immunisation Policy and various infection control policy and procedures. All staff are required to provide evidence of vaccinations prior to commencement at Bendigo Health

Drivers Licence A current Victorian driver's licence is required for this position.

All Bendigo Health sites, workplaces and vehicles are smoke free.

This position description is intended to describe the general nature and level of work that is to be performed by the person appointed to the role. It is not intended to be an exhaustive list of all responsibilities, duties and skills required. Any elements of this document may be changed at Bendigo Health's discretion and activities may be added, removed or amended at any time.