

Position Title:	Engagement & Fundraising Manager
Reports to:	Chief Executive Officer
Department:	Executive
Classification:	Dependent on experience, as per award
Employment Conditions:	Victorian Public Health Sector (Health and Allied Services, Managers & Administrative Workers) Single Interest Enterprise Agreement 2021-2025
Qualifying Period:	6 Months

Central Highlands Rural Health respectfully acknowledges that our organisation is on Dja Dja Wurrung, Taungurung and Wurundjeri Woi Wurrung Country, whose ancestors and their descendants are the traditional owners of this Country.

Central Highlands Rural Health, is a rural health organisation that operates five campuses across Hepburn Shire and the Macedon Ranges, and was formed through the voluntary amalgamation of Hepburn Health Service and Kyneton District Health. The new entity was gazetted on the 30th November 2019. Each of our campuses retains the name of the township in which they are situated - Clunes Health, Creswick Health, Daylesford Health, Kyneton Health, and Trentham Health. We service Macedon Ranges Shire and Hepburn Shire in the Central Highlands of Victoria in Australia, north and north-west of Melbourne.

The Central Highlands Rural Health Strategic Purpose is to Provide Best Care for every person, every time. It is the role of all employees to advance the objectives in the Strategic Plan.

CHRH has a strategic quality framework that we call 'Best Care'. Best care is defined as care that is **Personal** (person centred), **Safe** (no harm from service provision) **Connected** (integrated with other services and communicating well) and **Right** (based on the evidence). Provide link to Best Care on website

Role Statement

The Engagement & Fundraising Manager is a key role in relationship development and connection with the communities we serve as well as the execution of fundraising initiatives, projects and campaigns at CHRH. Engagement strategies and activities focus on philanthropy and fundraising objectives. Specifically, the role is responsible for:

- Building CHRH's profile within the community through connections with key stakeholders
- Supporting and co-ordinating community engagement activities
- Developing and implementing plans to engage diverse groups in consultation with other CHRH managers and relevant committees
- Driving growth in revenue via a multi-channel approach including individual one-off cash donors (non-major gifts), regular giving and community fundraising and engagement across all five campuses.
- Lead donor acquisition and retention program

The Engagement & Fundraising Manager is responsible for the development, delivery and evaluation of the progressive Engagement & Fundraising Plan.

Through innovative and effective community engagement and fundraising initiatives, the Engagement & Fundraising Manager will combine a community mindset with a vision for engaging and investing in the long-term sustainable future of our organisation. The Engagement & Fundraising Manager is paramount in ensuring an integrated fundraising and engagement approach across all community activities as well as instigating the facilitation of growth in both the number of donors and value of fundraising efforts, year on year. The role will work in collaboration with the Executive Director of Community Operations and the Communications Manager, as one of three roles that interface with the community.

Key Responsibilities, Duties and Performance Indicators

Key Responsibilities

- Lead the development, delivery and evaluation of the progressive CHRH Community Engagement and Fundraising Plan.
- Develop and coordinate administrative systems and procedures to support the delivery of the Fundraising Plan, including preparing agendas, minutes and reports for the fundraising committee and other related meetings.
- Facilitate the achievement of an annual fundraising target.
- Monitor and report on fundraising program performance.
- Develop a managed bequest fund for Central Highlands Rural Health.
- Facilitate the successful planning, implementation and evaluation of fundraising and community engagement events and activities. Responsibilities will include event management, speech writing, presentations and media relations.
- Identify grant opportunities through philanthropic, government and private opportunities.
- Take the lead role in researching and preparing grant applications in collaboration with staff or others.
- Coordinate the development, production and distribution of fundraising communications ensuring they are of a high standard meeting the needs of users and enhancing the image of the organisation.
- Work closely with the Communications team to execute integrated communications and fundraising campaigns
- Oversee the development of a communication database, ensuring administrative systems support efficient coordination of fundraising activities, as well as other communications objectives of the organisation.
- Source and interview suitable case studies for clinical staff for all appeals
- Provide reports and professional advice to assist the CEO and Board in development of future plans for community engagement and fundraising
- Build positive community relationships across all five campuses, liaising with stakeholders and supporters, and actively encouraging business and community input across all levels.
- Coordinate representation of Central Highlands Rural Health at community events
- Foster a test-and-learn culture by using data insights to continually optimise campaigns.
- Contribute to a value's aligned inclusive organization culture.

Performance Indicators

- This position works closely with the CEO and Senior Leadership Team at CHRH, as well as other stakeholders across the organisation including departmental managers. The

Fundraising Manager will need to foster good working relationships with all staff across the organisation by inviting and encouraging their involvement with fundraising initiatives, projects and campaigns.

- The position must be pro-active and hands on, identifying opportunities and responding to requests swiftly. The Fundraising Manager will need to manage competing priorities, support higher level fundraising objectives, and advise and support the CEO, Senior Leadership Team and Board of Management as required.
- The position is given broad direction from the CEO and is required to translate this into appropriate strategies, and work collaboratively with staff across the organisation. The person must exercise superior judgement in bringing sensitive matters to the attention of the CEO, as appropriate.
- It is important to note that due to the nature of working in a small, lean team, flexibility is required. The role will be fast-paced and comes with a high level of variety.

Inherent Requirements

CHRH has a duty of care to all staff. The purpose of this section is to ensure that CHRH staff understand and are able to perform the inherent requirements of the role (with reasonable adjustments if required) and that CHRH staff are not placed in an environment or given tasks that would result in risk to your safety or the safety of others. Should a staff member not be able to undertake any of the listed inherent requirements, they must notify their line manager immediately, and CHRH will assess the situation to ensure the staff member is not at risk of injury.

Key Selection Criteria

Engagement and Fundraising Manager

- Demonstrated ability to build positive relationships with a wide range of stakeholders with demonstrated community engagement experience.
- Demonstrated experience – at least 3 years - in the successful development, delivery and evaluation of fundraising initiatives and projects in a public sector environment
- Proven experience researching and preparing grant applications through philanthropic, government and private opportunities.
- Experience developing and implementing cross platform fundraising communications campaigns.
- Demonstrated experience and success in fundraising and community engagement events.
- Proven skills applicable to both the administrative and co-ordination aspects of the role.
- Well-developed interpersonal skills, including excellent communication (verbal and written) and conflict resolution
- A clear understanding of the legal, ethical, and financial risks and responsibilities relevant to the position.
- A current Victorian Driver's License.

Our Purpose

“To deliver Best Care for every person every time.”

Organisation Environment

Central Highlands Rural Health Service is a values-based organisation. Our workforce is expected to demonstrate these values in interactions with each other, consumers and the community.

Our values are:

- Act with Respect
- Be Responsive, Kind and Caring
- Act with Integrity and be Accountable
- Commit to Learning and Reflection

Expected behaviours that reflect these values are expressed in the Standard of Behaviour Charter.

Our culture reflects the commitment to being a learning-based organisation, underpinned by continuous quality improvement with a focus all aspects of our Best Care goal, for Every Person

Every time:

- Personal
- Safe
- Connected
- Right

Being a person-centred service, we expect our workforce to treat each person as an individual, recognising their unique needs and experiences. A key component of this is involving consumers and their support people in decisions about the service they receive and promoting their participation.

CHRH is a Health Promoting Health Service which focuses on preventative healthcare practices. Promotion of wellbeing is a key objective of every position. Every health care contact is seen as a health improvement opportunity.

Our Diversity Commitment

Central Highlands Rural Health Service recognises, supports and celebrates the diversity of the communities within which we work. Our services are delivered to people of all ages and health status with a focus on care of the aged and disadvantaged. We work with individuals and groups from a wide range of backgrounds, interests and experiences. We acknowledge the first peoples of Australia and their unique role in our history and society. We recognise the important attributes that those who followed from culturally and linguistically diverse backgrounds have brought to our communities. We welcome people of different sexual orientations and gender identities, who are a significant portion of our population and who have helped shape our local culture. We appreciate the challenges experienced through financial disadvantage and endeavour to consider the impact it has upon people, when providing services.

Key Relationships:

Internal: CEO, Fundraising Committee Members - Board of Management, Senior Executive & Leadership Team, Executive Director of Community Operations, Communications Manager, All other CHRH staff, Volunteers and other providers of services and community members.

External: With the authority of the CEO or representative:

Staff of state, federal and local government, Staff of other health services, Philanthropic trusts and

other funding bodies/associations, Community organisations, groups, individuals, Clients, residents, patients and their families/carers, Contractors and suppliers to the organisation and Local or other relevant business proprietors.

Individual Best Care / Performance Development Plan

The individual plan will begin after the 1st month of the 6-month qualifying / probationary period and then on the 3rd and 5th month. A review will then be conducted at 12 months and annually thereafter. The position description will be reviewed at the time of the annual appraisal, if the position becomes vacant or when there are any changes to the role.

Central Highlands Rural Health requirements	
Best Care at CHRH – Quality Management Plan	<p>CHRH is committed to providing “Best Care”, which includes care that is:</p> <p>Personal: the consumer as a respected partner and treats them with empathy and compassion</p> <p>Safe: no physical or psychological harm as a result of service provision</p> <p>Connected: makes sure everyone is on the same page about the care, gives consistent messages about what’s going on, ensures people are connected to the services they need (Access fits in this goal.)</p> <p>Right: care and services including non-clinical services) are based on the best available evidence and implemented to get the best possible outcome.</p> <p>For Every Person, Every Time</p>
Credentialing	Appointment and ongoing employment are subject to appropriate clinical credentialing
Behaviour	The expectations that CHRH has of its staff are outlined in the CHRH Code of Conduct and Values/Standards of Behaviour Charter statements
Confidentiality	The staff member is to maintain strict confidentiality with reference to all matters relating to the clients/patients/residents/staff of the Health Service. Failure to observe this requirement may be regarded as misconduct warranting termination and incur liability to penalty pursuant to Section 141 of the Health Services Act 1988.
Cessation of Employment	Written notice is required as per the relevant award, and is to be provided to the relevant Executive Director or Director.
Contract of Employment	Your appointment is subject to your acceptance of the terms and conditions as laid out in your Contract of Employment which will apply unless you agree with CHRH in writing to alter or replace them.
Infection Prevention & Control	The staff member is required to adhere to infection prevention & control standards and protocols designed to prevent infection transmission in the workplace and to participate in annual infection control education.
Information Technology Services	The staff member is expected to engage with and use Information Management & Technology Services at a level of competency commensurate with their role.
Key Responsibilities	This Position Description details the key performance outcomes of your role. On occasion CHRH may reasonably direct you to undertake additional tasks.
No Smoking Policy	CHRH is a smoke free environment in all areas. Consumers, staff members and volunteers that smoke are encouraged and supported to quit. It is the responsibility of all CHRH staff members to play an active role in monitoring

	smoking behaviour on site and encouraging consumers and visitors to cease smoking.
Occupational Health & Safety	The staff member is required to take all reasonable care to ensure personal safety and the safety of others who may be affected by acts or omissions of the staff member in the workplace. (Occupational Health and Safety Act 2004, section 25). The staff member is also required to undertake annual OH&S related training as per policy 16.03.36 Minimum Annual Education Requirements.
Performance Development Plans	Performance Development Plans will be conducted in accordance with the CHRH Performance Development & Review Policy
Employee Checks	Appointment and ongoing employment is subject to a satisfactory police records check for all positions and in addition NDIS & Working with Children's Checks for applicable roles as directed.
Policies & Procedures	The staff member is to be familiar with and abide by the CHRH Policies and Procedures as located on the CHRH Intranet.
Qualifying Period	The qualifying period of six months as per the Fair Work Act applies.
Quality Improvement & Risk Management	The staff member is required to participate in the CHRH Quality Improvement and Risk Management Programs to encourage excellence of care and cost containment.
Staff Development	The staff member is required to attend an Induction Day as close to their employment commencement as possible, participate in the CHRH Professional Development Program and to undertake annual education as outlined in Mandatory Annual Education Requirements.
Immunisations	<p>Excerpt taken from Health Victoria vol 12 – no 2 – March 2020</p> <p>New laws will mean healthcare workers must be fully-immunised to protect themselves and patients against the Influenza each year, as well as strong recommendations for whooping cough, measles, chicken pox, hepatitis B and COVID19.</p> <p>All healthcare workers in public and private hospitals and ambulance services with direct patient contact will be required to be vaccinated, including doctors, nurses, paramedics, dentists, orderlies, cleaners and staff working in public sector residential aged care services.</p> <p>Workers who refuse to be vaccinated may face work restrictions or be redeployed to other parts of the health service.</p> <p>These laws will protect healthcare workers from preventable diseases, while reducing the risk of transmission to the most vulnerable such as children, the elderly, pregnant women and people with chronic diseases.</p> <p>On 4 October 2024, Secretary Directions mandating COVID-19 vaccination for healthcare workers were revoked. Victorian healthcare workers are now strongly recommended to remain up to date with their COVID-19 vaccinations as per Australian Technical Advisory Group on Immunisation (ATAGI) advice and the Australian Immunisation Handbook.</p>

Executive Approval

Name: Maree Cuddihy

Title: Chief Executive Officer

Date: 2/07/2025

Employee Acknowledgement

I acknowledge:

- That I have read and fully understand the Position Description and Requirements of the position.
- I agree that I have the physical ability to fulfil the inherent requirements of the position, and accept my role in fulfilling the responsibilities, activities and duties.
- I understand that the information provided is a general outline and may not encompass every aspect of the position.
- That CHRH may alter the duties of this position description if and when the need arises. Any such changes will be made in consultation with the affected staff.
- I understand that this is separate to the employment agreement that I will sign, outlining the terms and conditions of my employment.

Employee: _____
(Signature)

Date: ____/____/____

(Print Name)

Manager: _____
(Signature)

Date: ____/____/____

(Print Name)

Document Control	
Executive sponsor: Chief Executive Officer	
Manager responsible: Chief Executive Officer	
Author(s): Maree Cuddihy	
Last Review: 02/07/2025	Next Review: 02/07/2027
Document Number:	PD_EXEC0007.v3