Position Description

Position title: Campaign Strategist

Department: Philanthropy and Community Investment

Classification: Grade 6, Year 1-6 (AO61-AO66)

Agreement: Health and Allied Services, Managers and Administrative Workers (Victorian Public Sector) (Single Interest Employers) Enterprise Agreement 2025-2027

Reporting to: Head of Fundraising, Communications and Operations, with a dotted line to the Executive Director Philanthropy and Community Investment for executive guidance and alignment.

Employment type: 0.6 FTE, fixed term 12 months

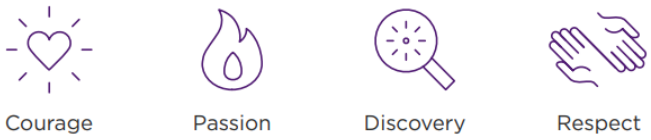
About us

Located in Melbourne on the traditional lands of the Wurundjeri people, the Royal Women's Hospital is Australia's first and leading specialist hospital for women and newborns. We offer expertise in maternity services, neonatal care, gynaecology, assisted reproduction, women's health and cancer services. We advocate for women's health in areas that have long been overlooked or stigmatised, including abortion, endometriosis, family violence, female genital mutilation, menopause, women's mental health, sexual assault and substance use in pregnancy.

Our vision, values and declaration

The Women's vision, values and declaration reflect our promise to our patients and consumers, and articulate our culture and commitment to our community and each other.

Our vision is **'Creating healthier futures for women and babies'**. Our values are:



The Women's declaration reflects the principles and philosophies fundamental to our hospital, our people and our culture.

- **We are committed to the social model of health**
- **We care for women from all walks of life**
- **We recognise that sex and gender affect health and healthcare**
- **We are a voice for women's health**
- **We seek to achieve health equity**

Our commitment to inclusion

The Women's is committed to creating and maintaining a diverse and inclusive environment which enhances staff and consumer wellbeing and nurtures a sense of belonging. We strongly encourage anyone identifying as Aboriginal and/or Torres Strait Islander to join us. We offer a

range of programs and services to support First Nations employees. We invite people with disability to work with us, and we welcome anyone who identifies as linguistically, culturally and/or gender diverse, people from the LGBTQIA+ community and people of any age.

About the department/unit

The Office of Philanthropy & Community Investment (PCI) is responsible for all fundraising and philanthropic support for the Women's. PCI's role is to source and manage funds from a range of channels, including:

- Individual donors
- Major donors
- Bequests
- Philanthropic trusts and foundations
- Corporate and community partnerships
- Community fundraising

Position purpose

The Campaign Strategist is responsible for leading the feasibility assessment of a major retail fundraising campaign for the Women's that drives untied revenue and establishes women's and newborn health as a natural destination for philanthropic giving. The role conducts market research, options analysis, financial modelling and risk analysis to determine the viability, resourcing requirements and revenue potential of such a campaign, benchmarking against comparable models including the Good Friday Appeal and RMH Home Lottery. Working closely with PCI team members, Senior Executive, Finance, Communications and other internal and external stakeholders, the role acts as the organisation's lead strategic advisor on retail fundraising campaign development and is accountable for providing recommendations that influence organisational investment decisions, long-term revenue strategy and Board-approved growth initiatives.

Key responsibilities

Professional practice

- Provide expert strategic leadership and advice on fundraising opportunities, investment models and growth strategies, with recommendations directly informing Executive and Board decision-making.
- Lead the strategic design feasibility assessment of a major retail fundraising campaign with a potential whole of organisation revenue, reputational and operational impact, including market analysis, financial modelling and risk assessment
- Research and benchmark comparable campaigns (e.g. Good Friday Appeal, RMH Home Lottery, other major hospital foundation retail campaigns) to identify viable models, cost structures and revenue potential for the Women's
- Determine campaign model options, commercial assumptions, revenue scenarios, risk profile and preferred strategic pathway.
- Design and recommend governance, oversight and assurance frameworks required to support the implementation and ongoing management of a major retail fundraising initiative
- Develop financial projections and business case scenarios, including start-up investment, ongoing running costs, projected net revenue and break-even timelines

- Exercise a high level of professional judgment in evaluating complex commercial, financial, regulatory and reputational considerations where precedent may be limited or unavailable
- Identify and evaluate potential delivery partners, suppliers and agencies capable of supporting campaign execution
- Lead strategic consultation across the organisation to ensure campaign recommendations align with organisational priorities, governance, risks, mitigation, brand positioning and long-term financial sustainability.
- Develop an implementation roadmap and resourcing plan to inform go/no-go decision-making and future campaign delivery.

Key Performance Indicators (KPI's)

KPI's are how you will be measured as meeting the responsibilities of the position listed above. These will be set with you as part of your Performance Development Plan within the first six months of your appointment to the position.

Key selection criteria

Experience/qualifications/competencies

Essential:

- Demonstrated experience in mass market fundraising campaign strategy, feasibility analysis or business case development, ideally within the not-for-profit or health sector
- Strong financial modelling and analytical skills, with the ability to build and interpret revenue projections, cost analyses and ROI scenarios
- Demonstrated experience providing strategic advice and recommendations to Executive, Board or equivalent governance bodies
- Demonstrated capacity to influence organisational strategy and investment decisions through evidence-based analysis and business case development
- Experience leading complex projects with significant organisational, financial or reputational implications
- Knowledge of the retail fundraising landscape (e.g. lotteries, mass-market appeals), including regulatory and compliance considerations
- Strong stakeholder engagement and consultation skills, with experience working across multiple teams and external partners to inform strategic recommendations
- Ability to work autonomously, manage ambiguity and deliver a complex piece of strategic work to a defined timeline.

Desirable:

- Experience working in philanthropy in a healthcare or medical environment
- Existing relationships with retail fundraising agencies, lottery licensing bodies or comparable campaign delivery partners.

Organisational relationships

Internal relationships

- Office of Philanthropy & Community Investment team
- Senior Executive
- Corporate Services team
- Communications team
- Research and Clinical teams as required

External relationships

- Donors
- Fundraisers
- Corporates

Direct reports: 0
Indirect reports: 0
Budget responsibility: N/A

Inherent requirements

Inherent requirements are the essential tasks and activities that must be carried out in order to perform this role, including with adjustments. The Women's is committed to providing workplace adjustments that support all people to work with us. We welcome you to discuss any adjustments with the manager of this role during the recruitment process or at any time during your employment, as we acknowledge and understand circumstances can change. You can also request a copy of our workplace adjustments procedure for more information.

Physical demands	Frequency
Shift work – rotation of shifts – day, afternoon and night	N/A
Sitting – remaining in a seated position to complete tasks	Prolonged / Constant
Standing- remaining standing without moving about to perform tasks	Rare
Walking – floor type even, vinyl, carpet,	Frequent
Lean forward/forward flexion from waist to complete tasks	Rare
Trunk twisting – turning from the waist to complete tasks	Rare
Kneeling – remaining in a kneeling position to complete tasks	Rare
Squatting/crouching – adopting these postures to complete tasks	Rare
Leg/foot movement to operate equipment	Rare
Climbing stairs/ladders – ascending and descending stairs, ladders, steps	Rare
Lifting/carrying – light lifting and carrying less than 5 kilos	Frequent
– Moderate lifting and carrying 5 – 10 kilos	Rare
– Heavy lifting and carrying – 10 – 20 kilos.	Rare
Push/pull of equipment/furniture – light push/pull forces less than 10 kg	Frequent
– moderate push / pull forces 10 – 20 kg	Rare
– heavy push / pull forces over 20 kg	Rare
Reaching – arm fully extended forward or raised above shoulder	Rare
Head/neck postures – holding head in a position other than neutral (facing forward)	Rare
Sequential repetitive actions in short period of time	
– Repetitive flexion and extension of hands wrists and arms	Prolonged / Constant
– Gripping, holding, twisting, clasping with fingers/hands	Prolonged / Constant
Driving – operating any motor-powered vehicle with a valid Victorian driver's license.	Rare
Sensory demands	**Frequency**
Sight – use of sight is integral to most tasks completed each shift	Prolonged / Constant
Hearing – use of hearing is an integral part of work performance	Prolonged / Constant

Touch – use of touch is integral to most tasks completed each shift	Prolonged / Constant
Psychosocial demands	**Frequency**
Observation skills – assessing/reviewing patients in/outpatients	N/A
Problem solving issues associated with clinical and non-clinical care	Rare
Working with distressed people and families	Rare
Dealing with aggressive and uncooperative people	Rare
Dealing with unpredictable behaviour	Rare
Exposure to distressing situations	Rare

Definitions used to quantify frequency of tasks/demands as above	
Prolonged/constant	70 – 100 % of time in the position
Frequent	31 – 69 % of time in the position
Occasional	16 – 30% of time in the position
Rare	1 – 15% of time in the position
Not applicable	0% of time in the position

Employee awareness and responsibilities

- Employees are required to be aware of, and work in accordance with, hospital policies and procedures.
- Employees are required to identify and report incidents, potential for error and near misses, to improve knowledge systems and processes and create a safe environment for staff and patients.
- Employees agree to provide evidence of a valid employment Working with Children Check and provide complete details for the Women's to undertake a national Police Check.
- Our vision is a future free from violence and discrimination in which healthy, respectful relationships are the norm. The Women's expects all staff to contribute to a culture that promotes and supports diversity, equity, respect and inclusion.
- The Women's provides pregnancy termination services as part of its public health responsibility to provide safe health care to women.

Vaccination requirements

COVID-19 vaccination

All employees are required to provide evidence of being fully vaccinated for COVID-19, or provide evidence from a medical practitioner certifying that an exception applies related to a contraindication to the administration of the COVID-19 vaccination.

Influenza and other vaccination and screening

Employment with the Women's is conditional upon the provision of satisfactory evidence of vaccination and/or screening, and we may withdraw an offer of employment if the required evidence is not provided at least five business days prior to the intended start date.

As this role does not have direct patient contact, employees are strongly encouraged (although not required) to be vaccinated against influenza. There are no additional vaccination requirements.

Declaration

By accepting this position description electronically I confirm I have read, understood and agreed to abide by the responsibilities and accountabilities outlined.

Developed date: September 2026

Developed by: Head of Fundraising, Communications and Operations, Philanthropy and Community Investment

Date of next review: December 2027
