

Position Description

Position title:	Fundraising Manager
Department:	Philanthropy and Community Investment
Classification:	Grade 7, Year 1-5 (AO71-AO75)
Agreement:	Health and Allied Services, Managers and Administrative Workers (Victorian Public Sector) (Single Interest Employers) Enterprise Agreement 2025-2027
Report to:	Head of Fundraising, Communications and Operations

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:



Courage



Passion



Discovery



Respect

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.

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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 Fundraising Manager is responsible for the management, performance and optimisation of the Women's Donor Experience programs, driving growth, acquisition, retention, reactivation and upgrade activity across the supporter lifecycle with a focus on untied revenue.

The role leads the growth of the digital regular giving program, using insight-led testing and journey optimisation to strengthen performance and ROI. It also leads the Fundraising Coordinator in the delivery of the NICU Warriors and community event fundraising programs and works closely with the Fundraising Database and Prospect Research Manager and the Philanthropy Programs and Operations Coordinator, in delivering Grateful Giving and Born at the Women's, to ensure a seamless, data-informed supporter journey across all donor experience programs.

The position provides leadership to a direct report, building capability and a collaborative, high-performing culture aligned with the Women's vision and values.

Key responsibilities

Professional practice

- Develop and lead the planning and execution of Donor Experience programs, maintaining a test and learn mindset to capture and use data and information to drive continuous improvement and achieve program KPIs.
- Lead complex cross-functional fundraising initiatives involving PCI, Communications, clinical areas, research teams, finance and external partners.
- Lead the financial management of the Regular Giving portfolio, including responsibility for budget development, expenditure, revenue generation, forecasting and performance against agreed targets, ensuring resources are effectively allocated to maximise donor engagement, retention and sustainable fundraising outcomes.
- Drive acquisition, retention, reactivation, upgrades and renewals across the supporter lifecycle, including growth of the digital regular giving program
- Oversee end-to-end fundraising activity, including agency and supplier performance
- Lead structured testing and optimisation across campaigns and donor journeys (e.g. A/B testing, segmentation, creative and offer optimisation)
- Develop and deliver a seamless supporter journey across all touchpoints, strengthening

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engagement and understanding of impact

- Work with the Philanthropy Programs and Operations Coordinator to drive growth and retention through Grateful Giving and Born at the Women's programs
- Lead the Fundraising Coordinator to drive growth, retention and promotion of the NICU Warriors program including annual event
- Work with Fundraising Database and Prospect Research Manager to implement measurement frameworks and use data to inform targeting, personalisation and decision making
- Work with Fundraising Database and Prospect Research Manager to optimise CRM, marketing automation, and fundraising platforms to support scalable growth, improved supporter experiences and more efficient ways of working.
- Work closely with the Women's Communications team to protect the Women's brand and reputation and ensure alignment with communication activities
- Other duties as required

Leadership and people management

- Develop your team – support your team members set performance goals, and then track results and evaluate performance effectiveness
- Provide coaching – engage with your staff in developing and committing to their plan that targets specific behaviours, skills or knowledge needed to ensure performance improvement
- Work with your team to assume joint responsibility for monitoring and evaluating activity and develop strategies to improve team outcomes. Inspire the team towards higher levels of performance that are aligned with the Women's vision and values
- Demonstrate emotional awareness by establishing and sustaining trusting relationships in a complex hospital environment. Aim to accurately perceive and interpret your own and your staff's emotions and behaviour; exercise self-insight to effectively regulate your own responses
- Provide a visible leadership presence in your area and promote multidisciplinary team work by assigning tasks and decision-making responsibilities to individuals or teams. Provide staff with clear boundaries, expectations, support and follow-up

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 leading multi-channel fundraising or donor experience programs, including acquisition, retention, reactivation and upgrade strategies across the supporter lifecycle
- Demonstrated experience growing digital fundraising programs, including regular giving, through data-led testing, segmentation and journey optimisation

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- Strong analytical skills, with experience using data and insights to inform decision-making and drive continuous improvement.
- Experience with CRM, marketing automation and/or fundraising platforms, with the ability to work collaboratively to optimise systems for growth and efficiency.
- Demonstrated people leadership experience, including coaching, performance management and building high-performing teams.
- Well-developed relationship management and collaboration skills, with experience working across internal teams and external agencies/suppliers to deliver aligned outcomes.
- Excellent written and verbal communication skills, with the ability to work closely with communications functions to protect brand and reputation.

Desirable:

- Experience working in philanthropy in a healthcare or medical environment.
- Experience with community or peer-to-peer fundraising programs
- Experience in grateful giving fundraising

Organisational relationships

Internal relationships

- Office of Philanthropy & Community Investment team
- Communications team
- Research and Clinical teams as required

External relationships

- Donors
- Fundraisers

Direct reports: 1
 Indirect reports: 0
 Budget responsibility: \$350,000

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

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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

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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: August 2026

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

Date of next review: December 2027

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