



RPH
Research
Foundation®

Position Title	Head of Fundraising & Communications (Parental Leave Cover)	Level	1.0 FTE
Reports to (role)	Chief Executive Officer		
Team	Fundraising & Communications		
Location	Royal Perth Hospital Research Foundation, 50 Murray Street G2 Block, Perth 6000		

POSITION SUMMARY

To lead the Fundraising and Communications division of the Royal Perth Hospital Research Foundation (RPHRF), with responsibility for driving the strategic direction of the unit, in conjunction with the CEO.

The role requires an experienced fundraiser with broad fundraising experience encompassing appeals, gifts in wills, major gifts, grant writing, community fundraising, and stewardship.

The role also encompasses responsibility for the Foundation’s marketing, events, and communications activity.

This dynamic role is critical in driving revenue generation and enhancing the Foundation’s visibility, reputation, and engagement with stakeholders.

The purpose of this activity is to support the delivery of the Foundation’s medical and health research grant-giving program to researchers and clinicians associated with Royal Perth Hospital (RPH) and other hospitals within the East Metropolitan Health Service (EMHS), in consultation with the Foundation’s CEO and Research Grants Manager.

Our work connects us with philanthropists, donors and members of the wider community who are excited by our vision to deliver improved health outcomes for Western Australians.

KEY RESPONSIBILITIES

Key Responsibilities	Tasks required to achieve Key Responsibilities
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Strategic	<ul style="list-style-type: none"> • Drive the strategic direction of the unit in conjunction with the CEO and other key staff • Deliver a program of activities as outlined in the strategic plan to develop partnerships and build stakeholder engagement • Foster strong relationships with RPH and EMHS, research and tertiary institutions, and the broader health community • Develop the annual Marketing Strategy for the unit, in conjunction with the Marketing & Events Officer • Maintain awareness of philanthropic issues, trends, policies, and significant legal requirements
Operational	<ul style="list-style-type: none"> • Deliver the fundraising and marketing programs for the Fundraising & Communications team, in alignment with strategic plan/s • Develop appropriate stewardship plans involving key stakeholders as appropriate • Review and refresh current gifts in wills activity and develop a regular maintenance program for bequestors, and Gifts in Will assets • Develop and lead RPHRF fundraising campaigns including four annual direct mail appeals • In conjunction with the CEO, work on major gift solicitation • Prepare applications for funding and project proposals, as well as reports/acquittals • Maintain the Foundation's use of its Blackbaud CRM – eTapestry to ensure systems are appropriately meeting our objectives, and ensuring confidentiality of donor information • Manage the Foundation's communications including website, newsletters, social media, and all marketing collateral • Identify and develop philanthropic grants applications • Deliver the Foundation's annual Research Awards Day • Deliver the Foundation's annual report, liaising with external graphic design company and Executive team to create content
Staff Management	<p>Manage the Marketing & Events Officer with responsibility for all marketing and events activity including:</p> <ul style="list-style-type: none"> • Development of a marketing & communications annual strategy • Regular communications with donors through a range of marketing activities • Oversight the implementation of the new website and enhancements to drive visitation and donations • Marketing campaigns • All social media engagement • Development of marketing materials including the Foundation's Annual Report • Manage volunteers and interns, as required
Financial	<ul style="list-style-type: none"> • In conjunction with CEO and CFO, develop and manage annual budget for the unit and ensure goals are achieved within budget parameters • Routinely manage and report against Fundraising & Communications team budget

Executive Team Liaison	<ul style="list-style-type: none"> • Work in conjunction with the Research Grants Manager to: identify program initiatives requiring fundraising support; lead the promotion of grant programs and program outcomes in conjunction with the Marketing & Events Officer; assist in the effective use of the Grantmaking CRM to meet team objectives, in liaison with the organisation's Administration Officer who provides significant support to the Head of Fundraising & Communications • Work in conjunction with CFO to: develop systems and processes to effectively meet organisational fundraising and donor requirements • Actively contribute to harmonious cross-team ethos
Administration	<ul style="list-style-type: none"> • Prepare regular progress reports including Fundraising & Communications Board reports • Contribute to Foundation administration as required
Direct Reports	<ul style="list-style-type: none"> • Marketing & Events Officer (1 FTE) • Administration Officer (1FTE) (Partial Report)

SELECTION CRITERIA

Qualifications:	<ul style="list-style-type: none"> • A tertiary qualification in a relevant discipline • Relevant work experience, including a demonstrated record of successful results in fundraising, partnerships, strategic communications, business development and an understanding of philanthropy
Essential Skills, Knowledge & Experience:	<ul style="list-style-type: none"> • Demonstrated experience in a senior fundraising or philanthropy capacity • Sound knowledge of fundraising legislation, practices, and the philosophy of charitable giving • Exceptional relationship skills to build strong relationships with donors, corporate entities, community partners, government, and philanthropic foundations • Ability to work collegiately across teams and across various levels within organisation, seeking innovative solutions to operational challenges • Demonstrated experience in managing donor CRM databases • Strong analytical skills and exceptional attention to detail • Ability to lead, inspire and mentor direct reports • Excellent verbal and written communication skills, and the ability to produce clear succinct reports and documents • High level organisational skills and ability to prioritise tasks and meet tight deadlines • Strong work ethic and 'can do' attitude, including a willingness and ability (or capacity) to work flexibly as required to meet the needs of the organisation • Good level of computer literacy (MS Office suite, databases, internet, etc) • Knowledge of compliance, regulations and policies governing fundraising activities • Valid driver's license
Desirable Criteria	<ul style="list-style-type: none"> • Understanding and experience in a research/health/not-for-profit environment • CFRE (Certified Fund Raising Executive) and membership of FIA highly regarded • Experience in eTapestry and Grantmaking CRMs • Staff management experience

DIRECT REPORTS	Marketing & Events Officer Administration Officer (partial report)
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Approved by:	Cate Cassarchis
Date approved:	4 October 2024