

POSITION DESCRIPTION

Position Title:	Senior Advisor – Marketing & Communications
Business Unit/Department:	Western Health Foundation
Division:	People, Culture & Communications
Award/Agreement:	Victorian Public Health Sector (Health & Allied Services, Managers & Administrative Workers)
Classification:	Grade 4 (HS4)
Reports To:	Director, Western Health Foundation
Direct Reports:	N/A
Date Prepared/Updated:	27/05/25

Position Purpose

This position will be responsible for achieving impact and growth of the Foundation through strong and comprehensive, innovative and engaging marketing and communications across the Foundation. The individual will bring insightful marketing and communications experience as well as a creative, engaging and innovation-oriented mindset.

The WHF's vision is to transform the health and wellbeing of the West through the principles of caring, inspiring, authenticity, positiveness and pragmatism.

The Foundation's current key focus areas are:

1. Develop strong supporter relationships
2. To support Western Health priorities
3. Create sustainable impact

These focus areas can only be achieved through a strong connection externally with our community and donor base, and internally to Western Health's public affairs team, clinical services, staff, researchers and leaders. The position will use these relationships and insights to increase our impact and success through a range of communications and marketing activities.

The position will be expected to:

- Keep processes running smoothly while also making room for improvement and innovation
- Keep general Foundation communications running including website updates, newsletters and social media for the Foundation
- ~~Support the communications for four events~~ and 2 appeals yearly
- Be contact point to Public Affairs for the Foundation
- Be self-directed and able to work independently to run programs and projects, while also collaborating effectively and working in partnership with team members and other stakeholder

Business Unit Overview

The Western Health Foundation is dedicated to raising funds to assist Western Health and the people of Melbourne's west. The funds raised by the Western Health Foundation are specifically targeted:

- For medical equipment and patient care services and facilities at Western Health
- To fund research undertaken by Western Health
- To provide scholarships for the staff at Western Health and support staff wellbeing

The Foundation is governed by the Western Health Board. This unit is led by the Director of the Western Health Foundation. The Foundation has a new strategic plan that focuses on growing the scale and impact of the Foundation. As part of this, we are aiming to significantly increase our fundraising goals and to expand our reach across our community and corporate partners. This role plays an important part in achieving that vision.

Operationally, the Foundation secures income via several channels including corporate sponsorship, events and community engagement, direct mail appeals and broad-based acquisition campaigns, philanthropic foundations and grants, and individual major gifts and bequests.

The Marketing and Communications Advisor is a sole position reports to the Foundation Director– and works closely with three fundraising managers (Corporate, ~~Community~~ and Major gifts managers), to ensure that strategy is well enabled by strong marketing and communications.

The position leads marketing and communications activities and collaborates closely with Western Health's public affairs team. The successful applicant will run social media activities, donor communications, event communications and impact reporting as well as enabling functions such as key messaging, brand management, collateral and running of communication and marketing plans for individual projects/appeals/campaigns.

Key Responsibilities

Donor Engagement & Communications:

Responsible for the development and delivery of donor communications and engagement approaches with existing and new groups, organizations and individuals:

- Drive and develop strong donor communications for ongoing engagement, including regular EDMs, ~~website~~ content and social media content.
- Ensure systems and platforms are operating effectively, are fit for purpose, contemporary and integrated to maximize the Foundation's impact and effectiveness.
- Manage WHF's brand, branding guidelines and lead engagement and management of supporting designers and suppliers to deliver digital and print collateral
- Lead the development and publication of ongoing and annual impact reporting including success stories, press releases
- Lead the development and availability of supporting WHF collateral including website content, brochures, pitch materials and supporting key messaging, templates and other materials.
- Identify new and innovative approaches to improve communications and marketing
- Develop marketing and communications plans and implement Western Health Foundation's fundraising activities, including events, appeals and programs.
- Plan, develop and deliver ~~communications and marketing plans~~ for Western Health Foundation's fundraising activities, including events, appeals and programs.
- Review and participate in the ongoing improvement and innovation for fundraising activities
- Supporting the project leads to deliver key activities including supporting events, activations and other engagement opportunities with internal stakeholders, donors and the public

Internal Relations:

Develop and maintain strong internal relationships with WH staff:

- Maintain strong relations with relevant internal individuals and teams linked to funding opportunities and ambassador/engagement roles with the community.
- Liaison with WH Public Affairs.
- Develop, implement and support WH staff where relevant regarding operational processes and communication or marketing opportunities
- Ensure appropriate planning, protocol and execution of all communications and marketing activities such as photo opportunities and events.

Management:

Ensure planned activities are aligned with overall Foundation strategy:

- Work in close collaboration with the Foundation Director to focus on WHF strategic outcomes
- Engage with team members to ensure fundraising activities, communications and growth activities and impact and spending into WH are consistent
- Lead the Foundation publications to ensure clear and consistent messaging that achieves communications objectives and embed this across the team
- Develop and deliver key milestones to achieve the WHF strategic plan for areas of responsibility including regular Board reporting

Administration & Compliance:

Responsible for the administration, budget and records management relating to all activities:

- Maintain accurate and appropriate records of work via WHF platforms including the WH Foundation Salesforce CRM, capturing interactions, profiles and engagement plans, S-drive and marketing platforms
- Ensure WHF's donor and fundraising policies such as the donor acknowledgement policy are followed
- Undertake other administrative duties relevant to the position including invoicing and reporting
- Manage and work within fundraising budgets and to budget targets
- Ensure all fundraising activities comply with the relevant charitable fundraising guidelines and other legislation linked to the sector

In addition to the key responsibilities specific to your role, you are required to deliver on the [Key Organisational Accountabilities](#) which are aligned with the Western Health strategic aims.

Key Working Relationships

Internal:

- Western Health Foundation Director and team
- Executive Director People, Culture and Communications
- Western Health Public Affairs
- Senior Leadership Team within WH
- Key internal teams within Western Health (e.g.: Volunteers, Clinical teams, Community and Allied Health teams)

External:

- Donors including community groups (CALD communities, religious organisations, schools, sporting organisations), individual donors, Trusts and Foundations, corporate partners and the business community
- Community members and prospective supporters
- External suppliers, contractors and agencies supporting marketing and communications services and platforms

Selection Criteria

Essential:

- At least 4 years' experience in marketing and communications
- Experience in a similar role in fundraising, foundation or related area
- A demonstrated capacity to build the influence and impact of an organization by developing and managing effective communications
- Exceptional verbal and written communication skills including compelling fundraising communications methods and language
- Experience in planning and delivering activities and multi-channel campaigns to achieve set objectives, and an understanding of contemporary communications strategies (e.g. social media and EDM)
- A professional attitude and strong team focus
- Well-developed organization skills including project management, budget management experience and financial literacy and the ability to manage multiple concurrent streams of work
- The ability to operate in a fast-paced and complex business environment
- Experience in achieving success as part of a team as well as individually

- Commitment to WH Foundation's purpose

Desirable:

- Sound knowledge of fundraising communications and platforms (e.g.: Salesforce, Raisley)
- Experience within fundraising and the health sector
- Knowledge of, or connection to Melbourne's western suburbs
- Tertiary level qualification in an appropriate field

Additional Requirements

All employees are required to:

- Obtain a police/criminal history check prior to employment
- Obtain a working with children check prior to employment (if requested)
- Obtain an Immunization Health Clearance prior to employment
- Report on management of any criminal charges or convictions you receive during the course of your employment
- Comply with relevant Western Health clinical and administrative policies and guidelines.
- Comply with and accept responsibility for ensuring the implementation of health and safety policies and procedures
- Fully co-operate with Western Health in any action it considers necessary to maintain a working environment, which is safe, and without risk to health
- Protect confidential information from unauthorized disclosure and not use, disclose or copy confidential information except for the purpose of and to the extent necessary to perform your employment duties at Western Health
- Safeguard children and young people in our care, by ensuring that your interactions are positive and safe, and report any suspicions or concerns of abuse by any person internal or external to Western Health
- Be aware of and comply with relevant legislation: Public Administration Act 2004, Victorian Charter of Human Rights and Responsibilities Act 2006, the Victorian Occupational Health and Safety Act 2004, the Victorian Occupational Health and Safety Regulations 2017 (OHS Regulations 2017), Fair Work Act 2009 (as amended), the Privacy Act 1988 and responsibilities under s141 Health Services Act with regard to the sharing of health information
- Be aware of and comply with the Code of Conduct for Victorian Public Sector Employees and other Western Health employment guidelines

General Information

- Redeployment to other services or sites within Western Health may be required
- Employment terms and conditions are provided according to relevant award/agreement
- Western Health is an equal opportunity employer and is committed to provides its employees a work environment which is free of harassment or discrimination. The organization promotes diversity and awareness in the workplace
- 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. Western Health reserves the right to modify position descriptions as required. Employees will be consulted when this occurs
- Western Health is a smoke free environment

I confirm I have read the Position Description, understand its content and agree to work in accordance with the requirements of the position.

Employee's Name: _____

Employee's Signature: _____ Date: _____