

# Austin Health Position Description



## Position Title: Communications & Engagement Specialist

Classification:	HS4
Business Unit/ Department:	Fundraising Department
Agreement:	VICTORIAN PUBLIC HEALTH SECTOR (HEALTH AND ALLIED SERVICES, MANAGERS AND ADMINISTRATIVE WORKERS) SINGLE INTEREST ENTERPRISE AGREEMENT 2016-2020
Employment Type:	Fixed-Term Full-Time
Hours per week:	38
Reports to:	Head of Donor Relations
Direct Reports:	N/A
Financial management:	N/A
Date:	20 February 2020

## About Austin Health

Austin Health is one of Victoria's largest health care providers. Comprising the Austin Hospital, Heidelberg Repatriation Hospital, Royal Talbot Rehabilitation, Hospital in the Home and community based health services; Austin Health is an internationally recognised leader in clinical teaching, training and research, with numerous university and research institute affiliations.

Austin Health employs near 9,000 staff across its sites; including over 1,600 doctors and 3,000 nurses, and delivers a full range of leading edge clinical services, including several statewide services (liver transplant, spinal cord injury service, respiratory support service, child inpatient mental health service). In total, Austin Health provides over 900 beds, including mental health, aged-care and rehabilitation beds and a range of community and in the home services. The current annual operating budget is in excess of \$960 million.

Austin Health delivers vital statewide services to all Victorians, including to diverse multicultural and veteran communities. It also provides community and specialty services to the people of Melbourne's northeastern corridor in a safety-focused, team-oriented and stimulating work environment.

Austin Health's current vision is shaping the future through exceptional care, discovery and learning.

Our values define who we are, shape our culture and the behaviours, practices and mindset of our people. Our values are: Our actions show we care, we bring our best, together we achieve and we shape the future. [www.austin.org.au/about-us](http://www.austin.org.au/about-us)

Austin Health is committed to providing an inclusive culture where all employees can contribute to the best of their ability and strive to develop further. Find more at <http://www.austin.org.au>

## Position Purpose

### **This role is for a natural born storyteller and communications extraordinaire.**

As Communications & Engagement Specialist, you'll write copy that moves Austin Health and Olivia Newton-John Cancer Centre friends to become engaged and renew as donors, advocates and event participants.

Reporting to the Head of Donor Relations, and working collaboratively across the Fundraising Department, you'll have an eye for highlighting the wonderful work our supporters make possible and efficiently master technology platforms that aid in this communication.

You have a gift of creating donor centric copy for print and online distribution, marketing to specific donor segments including direct mail appeals and events.

## About the Austin Health Fundraising Department

Leading a culture of gratitude organisation wide, the Fundraising Department is responsible for managing all philanthropic developments and fundraising activities across Austin campuses; Austin Hospital, Heidelberg Repatriation Hospital, Royal Talbot Rehabilitation Centre and the Olivia Newton-John Cancer Wellness & Research Centre.

**If you're looking for a flexible work environment with a strong team culture where diversity is celebrated and your experience is counted upon, join our high achieving team!**

## Purpose and Accountabilities

### **Fundraising Communications Copywriting**

- Proactively build relationships and work with internal and external stakeholders across Austin Health and the ONJ Centre to obtain storytelling and impact content.
- Write audience appropriate newsletters, key presentations, event based marketing materials, appeal letters, surveys, EDMs, impact reports and other collateral.
- Deliver content that is on brief and delivered within the specifications, direction and needs of Heads of Donor Relations, Partnerships & Philanthropy.

### **Donor Cultivation & Stewardship**

- With collaboration from the Head of Donor Relations, create and execute donor journeys including coordinating unique experiences and timely impact reporting; entails regular, at times daily, meaningful conversations with supporters.
- Utilise CRM database (Salesforce) to measure key performance indicators, interrogating results, identifying actionable trends and using data to drive engagement.

### **Marketing & Communications Execution**

- E-communications: utilise website, intranet and social media platforms, email marketing and Salesforce tools to communicate impact; includes independent updating of website and creation of digital elements.
- Print communications: independently create copy into visually compelling narratives that adhere to fundraising best practice via design software.

### **Project Management**

- Coordinate the department's internal and external communications including creation of department communications calendar, based on direction from Heads of Donor Relations, Partnerships & Philanthropy.
- Work closely with the Corporate Communications team to ensure brand alignment, collaboration of strategy and distribution of stories within community.
- Manage approvals process, both internally and externally, for all content created.
- Manage relationships with key external suppliers including mail houses and printers.
- Other duties as required.

### **All Employees:**

- Comply with Austin Health policies & procedures, as amended from time to time, which can be located on the intranet (The Hub): <http://eppic/>
- Report incidents or near misses that have or could have impact on safety - participate in identification and prevention of risks
- Comply with the Code of Conduct

## Selection Criteria

### Essential Knowledge and skills:

- 3+ years' experience in the non-profit sector, preferably as a fundraising copywriter and/or within the fundraising team.
- Highly skilled written storyteller, with ability to communicate in a concise, efficient manner, with a focus on nonprofit mass marketing communications.
- Demonstrated experience with donor centric communications and journeys.
- Excellent relationship management skills with the ability to form and maintain meaningful relationships with internal and external stakeholders.
- Strong understanding of fundraising fundamentals and best practice.
- High-level organisation and time-management skills with ability to prioritise effectively, work well under pressure and adhere to set deadlines.
- Ability to embrace and support change within a complex multifaceted organisation.

### Desirable but not essential:

- Tertiary qualifications in Marketing/Communications, Journalism (or related discipline).
- Experience in donor cultivation and stewardship.
- Experience in photography and graphic design via InDesign, Canva, Adobe Creative Suite and Photoshop (non-inclusive).
- Demonstrated success at achieving KPI's and working within a data driven organisation.

**Please include cover letter and resume in PDF format with your application.**

For more information contact Rebekah Trachsel, Head of Donor Relations at [rebekah.trachsel@austin.org.au](mailto:rebekah.trachsel@austin.org.au).

## General Information

### Austin Health is a Child Safe Environment

Austin Health is committed to child safety. We want children to be safe, happy and empowered. We support and respect all children, as well as our staff and volunteers. Austin Health has zero tolerance of child abuse, and all allegations and safety concerns will be treated seriously in line with legal obligations and our policies and procedures.

### **Equal Opportunity Employer**

Applications from Aboriginal and Torres Strait Islanders are encouraged to apply. For more information about working at Austin Health, please follow this link to Austin Health's Aboriginal Employment website:

<http://www.austin.org.au/careers/Aboriginalemployment/>

### **Document Review Agreement**

<b>Manager Signature</b>	
<b>Employee Signature</b>	
<b>Date</b>	