

Position Title: Major Gifts Officer – Fundraising

Campus: Ballarat (Hybrid work arrangements available)

Directorate: People & Culture

Department: Engagement

Reporting to: Head of Fundraising

Direct Reports: N/A

Appointment Terms/Conditions:

Classification and Code: Admin HS5

Enterprise Agreement: Victorian Public Health Sector (Health Professionals, Health & Allied Services & Administrative Officers) Enterprise Agreement

ORGANISATIONAL INFORMATION

Grampians Health was established on 1 November 2021, bringing together Edenhope and District Memorial Hospital, Stawell Regional Health, Wimmera Health Care Group and Ballarat Health Services as one united health service. More information can be found at www.grampianshealth.org.au

Our purpose is to provide high quality and accessible health care services in each of the communities we serve. We currently service the healthcare needs of more than 250,000 Victorians and we employ more than 6,300 people across 21 campuses and sites with an annual operating revenue of over \$700m.

Collaboration	Compassion	Accountability	Respect	Innovation
<i>We are stronger together.</i>	<i>We show that we care.</i>	<i>We do what we say and say what we do.</i>	<i>We appreciate and value all people.</i>	<i>We adapt and innovate to achieve best outcomes.</i>
Recognising and utilising strengths to share knowledge, solve problems, build relationships and deliver the best outcomes possible.	All people deserve to be treated with compassion, kindness and empathy.	Openness, honesty and transparency support us to be courageous, take responsibility for our actions and follow through on our commitments	Our actions and words reflect our commitment to a safe and fair health service for all.	Every day, we apply expertise and integrity to make responsible choices, always striving for continuous improvement.

POSITION PURPOSE

The Major Gifts Officer (MGO) will be situated in the Fundraising office, part of the larger Engagement team. It is a senior position within the Fundraising team that is responsible for identifying, cultivating, and soliciting substantial financial contributions to our health service. This role bridges the hospital's clinical and strategic needs with the philanthropic goals of major donors to fund equipment, research, and facility expansions.

KEY ACCOUNTABILITIES

The Major Gifts Officer is also responsible for all major gifts, bequests, trusts and foundation grants as well as developing programs such as a grateful patient program and assisting with general fundraising activities as required. The MGO is central to the development and execution of the Grampians Health and Ballarat Health Services Foundation BBH Comprehensive Campaign, in conjunction with the Head of Fundraising.

- **Donor Relationships:**
 - Building deep, trust-based relationships through personalised outreach, such as hospital tours, private briefings with medical staff, and mission-focused events.
 - Leading or facilitating high-level asks for capital campaigns, specific medical programs, or research initiatives.
 - Managing a curated group of prospects and donors, developing tailored strategies to move them from initial interest to significant commitment.
 - Ensuring donors see the tangible impact of their gifts through detailed reporting and continued engagement to foster long-term loyalty.
- **Internal Collaboration:** Work positively with the Fundraising team to create and deliver successful campaigns, appeals and events. Partnering with key internal stakeholders to identify funding priorities and involve medical experts in the donor journey.
- **Strategic Planning, Evaluations and Reporting:** Creating and implementing plans to engage with trusts and foundations, annual appeals and major donors.
- **Policy Development:** Contribute to the development of fundraising guidelines, particularly regarding ethical gift acceptance and donor recognition.
- **Campaign Execution:** Project manage and lead the development of campaigns in consultation with the Head of Fundraising including the BBH Comprehensive Campaign, bi-annual appeals and broader major gift strategies
- **Grateful Patient Program:** Develop and lead specialised programs to engage patients and families who wish to give back to the health service
- **Grant Writing:** Identify and submit applications for high-value Trusts and Foundations
- **Monitoring, Evaluation and Learning (MEL)**
 - Develop monthly reports on donor activities to contribute to annual publications and monthly Executive meetings.
 - Conduct desktop research on potential donors to contribute to proposals and strategies and also analyse regional and industry trends to support fundraising sustainability.
 - Compile statistical information to support; evidence based decision making into the future and sporadic and annual communications (reports) to donors.
 - Review of past achievements / actions.
 - Maintain meticulous donor records, ensuring data integrity and accurate activity tracking.
 - Monitor the allocation of "tied" gifts to ensure donations are spent exactly as the donor intended in compliance with gift agreements.
- **Other Duties:**
 - Ensure all gifts comply with ethical standards, FIA codes of practice, and Grampians Health policies.
 - Provide secretariat Campaign Committee including scheduling meeting and minute recording.
 - Produce the BHS Foundation annual reporting including writing, design and publishing.
 - Develop content for collateral, talking points, media releases etc as required.
 - Provide cover to Fundraising Office during times of leave of absence.

KEY SELECTION CRITERIA

Qualifications & Experience

- Tertiary Qualifications or 3 – 5+ years equivalent experience in fundraising, community engagement, communications, marketing or a related field.
- High-level people and relationship management skills commensurate with building authentic and long-lasting relationships between donors and Grampians Health representatives
- Demonstrated experience in writing, editing and proofing a range of materials for a variety of audiences.
- High level of initiative, strong organisational and negotiation skills
- Excellent communication and presentation skills suited to the donor cohort

Technical/Professional Knowledge and Skills

- Knowledge of contemporary fundraising and communications practices.
- Demonstrated understanding of fundraising methodology as it relates to major gifts including the process of creating bespoke donor experiences for major donors
- Ability to handle complex and sensitive information and disseminate this information through a range of channels.
- Demonstrate a high level of computer literacy including but not limited to Microsoft Office suite.
- Strong attention to detail
- Ability to project manage and deliver events and other functions associated with fundraising activities
- Exceptional written and verbal communication skills, with the ability to convey complex ideas and messages in a compelling manner.
- Proficiency in fundraising software, CRM systems, and data analytics tools.
- Knowledge of relevant fundraising regulations, codes of practice, and ethical standards.

ORGANISATIONAL REQUIREMENTS

- Grampians Health is committed to a consumer centred approach in the provision of health care and services, consistent with our values, purpose and vision. It is expected that team members demonstrate the core values of consumer centred care in every interaction.
- All team members of Grampians Health are responsible for supporting the safety, participation, wellbeing and empowerment of children.
- Quality care is a strategic and operational priority at Grampians Health, achieved through our Governance Framework.
- Participation in the Grampians Health integrated quality improvement and risk management systems by being aware of responsibilities to identify, minimise and manage risks and identifying opportunities for continuous improvement in your workplace through communication and consultation with managers and colleague.
- You must ensure that the affairs of Grampians Health, its patients, clients and staff remain strictly confidential and are not divulged to any third party except where required for clinical reasons or by law. Such confidentiality shall extend to the commercial and financial interests and activities of Grampians Health.
- In accordance with current legislation and organisational policy, employees must be willing to undertake and maintain a police check, working with children check and where necessary an NDIS Worker screening check. Ongoing employment will be dependent on the provision of satisfactory checks.
- Grampians Health is a member of the Fundraising Institute of Australia (FIA) and adheres to the FIA Code of Conduct as do all team members in the Fundraising department.

OTHER RELEVANT INFORMATION

- At Grampians Health we recognise and respect diversity. Each person has a right to high-quality health care and opportunities regardless of diversity factors which might include aspects such as cultural, ethnic, linguistic, religious background, gender, sexual orientation, age, and socioeconomic status. Inclusiveness improves our service to our community and promotes engagement amongst Grampians Health employees.
- All Grampians Health employees are required to take reasonable care of their own health and safety in the workplace as well as take reasonable care for the health and safety of others who may be affected their acts or omissions. Persons with delegated management functions have an additional duty to provide and maintain a working environment that is safe and free of risks to health, so far as is reasonably practicable in areas where

they have management or control. All employees have a duty to report issues they cannot rectify, follow all existing Grampians Health policies and protocols relating to health, safety, wellbeing and injury management and cooperate with any action taken by Grampians Health to comply with the OHS Act or Regulations.

- Statements included in this Position Description are intended to reflect in general the duties and responsibilities of this position and are not to be interpreted as being all inclusive.
- Management may alter this Position Description if and when the need arises. Any such changes will be made in consultation with the affected employee(s).
- An annual performance review will occur with your Manager. Your performance review is intended to be a positive discussion, outlining the key roles and responsibilities outlined in this Position Description. The performance review discussion provides an opportunity to clarify your role, revise key performance activities and identify any objectives or goals for the year ahead.