



Position description

Position title	Senior Communications Coordinator
Department	Communications and Creative
Position reports to	Manager, Communications
Positions that report to this position	N/A
Type of employment	12 months fixed term
Location	The Royal Children's Hospital Foundation, 48 Flemington Road, Parkville

<p>The Royal Children's Hospital Foundation</p> <p>Founded in 1989, The Royal Children's Hospital (RCH) Foundation is the fundraising arm of the RCH, one of the world's leading children's hospitals. The RCH Foundation has the vital role of raising and distributing donated funds to the hospital. While a legally separate organisation, the RCH Foundation works closely with the RCH in achieving its vision.</p> <p>The people of Victoria love the RCH and in giving to the RCH Foundation, whether through linked fundraising appeals like the Good Friday Appeal or RCH Auxiliaries in their community, they feel a great ownership. As a result of this ownership and the fact that the RCH Foundation is therefore a custodian of these donated funds, the RCH Foundation takes seriously its role for and on behalf of those donors.</p> <p>Generous community support helps to sustain the hospital's role as international leader tackling some of the world's biggest health issues, and the RCH Foundation supports a vast network of fundraisers and donors. Donated funds drive the hospital's growth, are utilised for purposes of medical excellence, and support only the most innovative, life-changing programs and initiatives – that would otherwise not exist - in the areas of research, leadership, training, technology, equipment, and patient and family centred care.</p> <p>VISION</p> <p>We are the RCH Foundation, and we are changing the future of children's health. Our vision is that the RCH, founded in philanthropy, supported now and in the future will have the capacity to transform health care for children and young people.</p> <p>MISSION</p> <p>We inspire our community to invest in the hospital's future by supporting care, treatment, research and learning that will improve the lives of young people and their families.</p> <p>STATEMENT OF IMPACT</p> <p>The hospital will become a global centre of excellence in the care and treatment of the sickest and most vulnerable children and young people. With the support of integrated research programs, great academic leadership, and first-class staff, it will truly be known for its impact on childhood disease, nationally and internationally.</p>



PURPOSE OF POSITION

The Senior Communications Coordinator plays a key role within the Communications and Creative Department, delivering best practice communications which lead to greater support for the RCH. This fixed term, 12 month position is being offered to support internal movements within the team.

As part of a small but high-performing Communications Team, the Senior Communications Coordinator will work across both internal and external communications and will be a key driver in the delivery of the RCH Foundation's 2030 Strategy.

With a focus on identifying and writing engaging content for a range of platforms that capture the impact of philanthropy, this role delivers outstanding communications for our wide network of donors and fundraisers. In particular, the Senior Communications Coordinator will play a lead role in delivering on communications to support and bolster fundraising campaigns to grow our donor base across Major Givers, Trust and Foundation supporters and Gift in Will donors.

Work Performed:

Working closely with the Manager, Communications, the Senior Communications Coordinator is responsible for leading a full suite of communications which bring patient, clinician and donor stories to life, capturing the impact of giving across the campus. This includes e-newsletters and eDMs, web copy, case studies, editorials, pitches, publications tailored to different donor audiences, communications supporting fundraising campaigns, and speechwriting. The Senior Communications Coordinator also provides event support including at in person and virtual events.

The Senior Communications Coordinator must be pro-active and hands on, with the ability to respond to requests swiftly. The incumbent will show great creativity and initiative, taking responsibility for leading projects under the direction of the Manager, while not losing sight of competing priorities and overarching objectives. Furthermore, the Senior Communications Coordinator will work closely with the Creative Team, as well as external suppliers, including photographers and videographers to help bring creative content to life.

Working in a small, fast-paced team, this role provides a high level of variety, and requires a great level of flexibility.

Challenges and problem solving:

- Operating in a hands-on role, while also inputting into and aligning with the overarching vision
- Ability to bring creative approaches to cyclical projects and publications, while working within lean means
- Ability to understand and simplify complex medical conditions and procedures, delivering engaging and inspiring clinician and patient stories
- Aptitude for undertaking ward visits to meet families and share their stories with the utmost respect and sensitivity, including in support of major campaigns such as Tax and Christmas, as well as the Good Friday Appeal
- Bringing patience and diligence to overseeing complex approvals and stakeholder relations
- Ensuring all communications are 'on brand' and 'on message', despite varying audiences
- Working with the team to identify ways to improve processes and procedures to ensure efficiency.



Decision-making:

Under the direction of the Manager, Communications, the Senior Communications Coordinator will proactively:

- Take ownership of approval processes from relevant stakeholders for all projects
- Take responsibility for the end-to-end development of communications projects and deliverables, working with teams across the organisation to support fundraising and philanthropy goals and objectives.

Key Stakeholder Engagement:

Internal

- The RCH Foundation Fundraising Department – support the delivery of fundraising initiatives and donor engagement opportunities in line with the 2030 Strategy
- The Grants team – to share the impact of funded projects and the difference philanthropy is making across the hospital
- The wider RCH Foundation team – act in accordance with the organisation's values, and join in our flexible, supportive and passionate working environment with good humour and a positive attitude
- The RCH – develop and maintain good working relationships with various hospital stakeholders including the RCH Communications team, the RCH Creative Studio team, hospital departments, campus partners and patients and families, ensuring smooth communications and increased awareness of the RCH Foundation.

External

- Good Friday Appeal – foster a strong relationship with the Good Friday Appeal team, working closely with the associated media partners, and communicating the impact of funded grants to help ensure the needs and objectives of the appeal are met
- Suppliers and contractors – ensure relationships are well managed and deliverables are met on time and within budget
- Local and national networks – play a role in building connections between the RCH Foundation and the wider health, fundraising, volunteer, not-for-profit and corporate sector
- Partners and stakeholder groups – represent the RCH Foundation where required.

KEY ACCOUNTABILITIES

Marketing and Communications

- Help deliver the RCH Foundation's 2030 Strategy, including the Communications Strategy
- Create and manage a wide variety of communications and promotional materials to support fundraising projects across digital and print – often working to tight deadlines – including but not limited to:
 - Write, edit and proof marketing collateral, e.g. posters, brochures, fliers, invitations, donation aids and information kits
 - Research, interview and write stories for a range of audiences and platforms (including e-News, web, blogs, pitch documents, case studies, etc.), capturing clinician, patient and donor stories
 - Identify and leverage a range of sources to develop new story hooks and angles, with a focus on communicating grant projects, outcomes and impact
 - Lead and deliver event communications, including speeches, presentations and briefing documents
 - Project manage major publications and major fundraising campaigns.
- Work closely with the Digital Marketing Coordinator to deliver content across digital channels, including social media, WordPress and Campaign Monitor



- Ensure all copy across all platforms is 'on message', consistent and on brand
- Assist in positioning the organisation as a leading charity by researching and reviewing trends, methods, strategies and new technologies to ensure our communications are relevant, competitive and meeting our community's needs
- Take ownership of grant impact communications for the Good Friday Appeal.

Branding and brand-keeping

- Work with the design team to ensure all communications adhere to brand guidelines.

Fundraising support

Work closely with the RCH Foundation team to provide support, guidance and expertise in increasing their fundraising contribution to the hospital.

Personal and team development

- Enthusiastically embrace variety in the role; working on large complex projects, and smaller, simple ones
- Work with the team to develop systems and procedures where appropriate
- Embrace our team culture of always seeking new opportunities to innovate.

KNOWLEDGE, SKILLS AND EXPERIENCE REQUIRED

Essential

- Degree in communications, journalism, marketing or similar
- Minimum three – four years' experience in a hands-on practical communications role
- Highly proficient in writing for different purposes, including internal communications, fundraising campaigns, and web content
- Exceptional proof reading and editing skills
- Demonstrable ability to display initiative
- Experience working with complex stakeholders to deliver on shared objectives
- Willingness to commit to the mission and values of the RCH Foundation.

Desirable

- Experience in a fundraising or other not-for-profit organisation
- Experience interviewing leaders and simplifying complex subject matter
- Knowledge and experience of event management
- Demonstrable experience developing, leading and executing marketing, fundraising and/or communications campaigns
- Experience using Office 365, WordPress, Campaign Monitor and social media scheduling tools.



KEY SELECTION CRITERIA
<ul style="list-style-type: none"> • Demonstrable expertise in developing outstanding written communications for a range of platforms and audiences, including fundraising campaigns, annual reports, web content, e-Newsletters, media releases and promotional content (please attach two to three examples to your application) • Demonstrable experience in developing engaging internal communications, linked with corporate strategy and people and culture initiatives. • Excellent project management skills, with experience leading publications and campaign communications from inception to completion, and the ability to manage multiple issues and projects simultaneously • A track record of bringing creativity and innovation to storytelling to achieve reach and engagement KPIs • Experience maintaining positive working relationships with a wide variety of internal and external stakeholders • Experience developing innovative approaches to problem solving.
TERMS AND CONDITIONS
<ul style="list-style-type: none"> • Employees are required to undertake a National Criminal Record Check and a Working with Children Check prior to commencing employment • Employees are required to maintain a valid Working with Children's Check throughout their employment • It is a condition, and inherent requirement, of your employment that you are, and remain, fully vaccinated against COVID-19 • The position is offered as a fulltime position. There will be a 6 month probationary period • There will be a requirement to work outside of normal hours on limited occasion for fundraising events and activities. Allowance is made for reasonable time-in-lieu • Flexible working hours and conditions are offered, including a hybrid working model.
IMPORTANT INFORMATION
<p>VALUES</p> <p>Integrity - Moral, Ethical, Honest, Transparent and Trustworthy</p> <ul style="list-style-type: none"> • We show integrity in all our interactions. • We build trust with our communities by being transparent and by respecting our donors, suppliers, and colleagues. <p>Gratitude - Gratitude and appreciation guide what we do</p> <ul style="list-style-type: none"> • We are grateful to work in an organisation where young lives are being changed. • We appreciate the generosity of our donors, the support of our colleagues and the respect of our community. • We are grateful for the love the community demonstrates for our children. <p>Innovation - Change and creativity are central to who we are</p> <ul style="list-style-type: none"> • We empower each other to explore new ways to innovate and change. • We support medical innovation, and we enable the RCH to break new ground. <p>Excellence – Beyond best practice</p> <ul style="list-style-type: none"> • We hold ourselves to the highest standard. • We are professionals in our field with a burning desire to pursue excellence. • Our action orientation coupled with reflective practice drives growth and leads to significant impact for the hospital and our donors.



The RCH Foundation is committed to a diverse and inclusive workforce. We encourage applications from Aboriginal and Torres Strait Islander people, people from culturally and/or linguistically diverse backgrounds, all members of the LGBTQI community and people with disability.

AGREEMENT TO THIS POSITION DESCRIPTION – to be filled out by the successful applicant	
<p>Signed for and on behalf Ryan Brown, Chief Executive Officer</p> <p>Ryan Brown, Chief Executive Officer</p>	<p>Signed by the Appointee</p>
<p>Position description last updated</p>	<p>May 2024</p>