

1. General Information

Position Title:	Digital Fundraising Manager
Division/Department:	Epworth Medical Foundation
Position Reports to:	Scott Bulger
Enterprise/Individual Agreement:	Individual
Classification/Grade:	n/a
Location:	Epworth Medical Foundation
Employment Status:	Part Time – 0.6
Key Relationships - internal and external	Internal – Epworth Medical Foundation: <ul style="list-style-type: none">• Communication Manager, Philanthropy Manager, Group Manager Events, Data & Accounts Manager, and Direct Marketing Specialist External <ul style="list-style-type: none">• External agencies and vendors as required

2. Overview of Epworth HealthCare

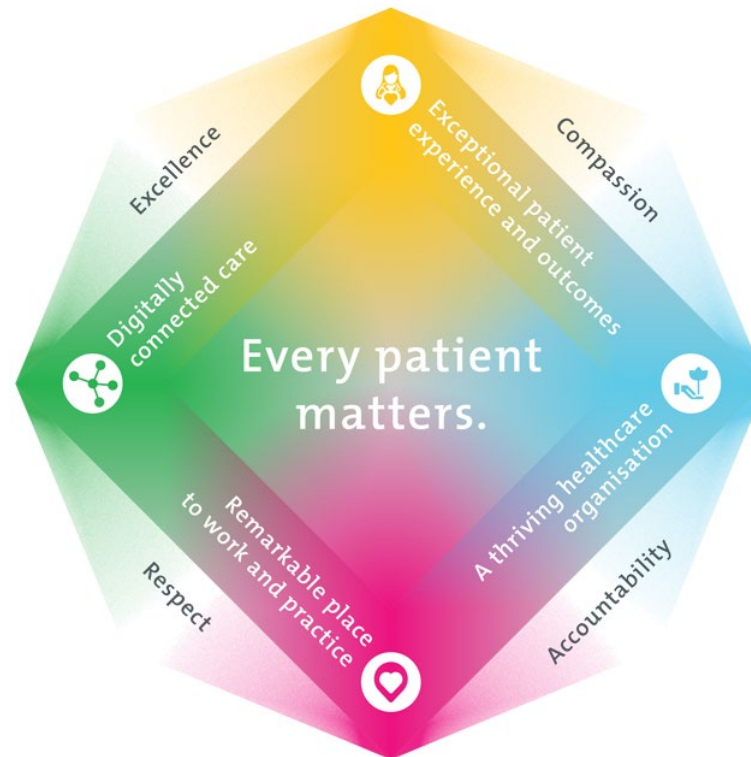
Epworth HealthCare is Victoria's largest not-for-profit private health care group, renowned for excellence in diagnosis, treatment, care and rehabilitation. Epworth is an innovator in Australia's health system, embracing the latest in evidence-based medicine to pioneer treatments and services for our patients.

Epworth's values define our approach and our delivery. We pride ourselves on communicating our values and delivering on them in a real and meaningful way. Our Values are Compassion, Accountability, Respect and Excellence. More information can be found on the [Epworth website](#).

Epworth's purpose is Every Patient Matters.

Our Vision is Delivering another 100 years of exceptional healthcare and innovation to the Victorian community.

3. Epworth HealthCare Strategy



All roles are linked to the Epworth strategy and are fundamental in achieving its vision and purpose.

Exceptional patient experience and outcomes - To empower our patients and deliver compassionate, expert and coordinated care.

A thriving healthcare organisation - To adapt and grow in a changing healthcare landscape by delivering a unique private not-for-profit healthcare organisation.

Remarkable place to work and practice - To ensure Epworth is an outstanding place to work and practice through a culture of care and investment in our people.

Digitally connected care - To innovate and improve the digital experience, interactions and outcomes for our patients, staff and doctors.

4. Purpose of the Position

Epworth Medical Foundation, part of Epworth HealthCare, is seeking an experienced Digital Fundraising Manager to lead our digital fundraising initiatives. This senior role requires a strategic thinker who can work independently while collaborating effectively with our Communications, Database, Events and Direct Marketing teams. The successful candidate will drive digital campaigns that support annual fundraising activities, donor acquisition and retention, and the Foundation's growth in advancing healthcare excellence.

6. Key Accountabilities

KEY RESPONSIBILITIES	MEASURES/KPIs TO BE ACHIEVED
<p>Digital Fundraising & Campaign Management</p>	<ul style="list-style-type: none"> • Plan, develop, and execute comprehensive digital fundraising campaigns to support annual fundraising activities • Support Direct Marketing activities such as telemarketing and direct marketing appeals • Create and manage digital acquisition campaigns to expand Epworth Medical Foundation’s donor base • Develop and implement digital donor retention strategies to maintain long-term supporter engagement • Lead digital fundraising activities for capital raising initiatives • Own and manage Meta Ads, Google Ads, and EDM platforms for all fundraising campaign activities • Monitor campaign performance and optimisation on all owned digital channels • Support Centres of Excellence with their digital fundraising needs
<p>Content Creation & Management</p>	<ul style="list-style-type: none"> • Build and enhance the profile of Epworth Medical Foundation across all digital channels • Develop and implement email strategies to increase engagement, donor acquisition and retention • Create eDM automation journeys for different audiences • Create and maintain social media content calendars across all platforms • Start and manage Meta social media accounts and LinkedIn presence • Manage community engagement on all platforms • Manage Epworth Medical Foundation website and P2P platform ensuring content is timely, accurate and relevant • Produce video and photography content for social media or brief external videographers and photographers

	<ul style="list-style-type: none"> • Develop compelling digital assets for various campaigns and initiatives
Technical & Strategic Planning	<ul style="list-style-type: none"> • Manage new website functionality requirements and updates • Conduct comprehensive data analysis using Google Analytics and Meta to inform strategic decisions • Develop and deliver detailed campaign performance reports for stakeholders • Stay current with digital fundraising trends and best practices
Collaboration & Relationship Management	<ul style="list-style-type: none"> • Work closely with Communication, Events, Philanthropy, Database and Direct Marketing teams • Build and maintain relationships with donors, staff, and medical professionals across Epworth HealthCare • Collaborate with external agencies and service providers as needed • Present to all levels of stakeholders across the organisation
Event Support	<ul style="list-style-type: none"> • Provide digital fundraising support for Epworth Medical Foundation’s premiere fundraising events • Support event attendee acquisition through digital channels • Work flexible hours including evenings and weekends when required for events • Support peer-to-peer (P2P) fundraising campaigns through digital channels

7. Position Requirements/Key Selection Criteria

COMPONENT	
Previous Experience & Qualifications	<p>Essential</p> <ul style="list-style-type: none"> • Minimum 3 years of experience in digital fundraising in NFP • Demonstrated success in managing multi-channel digital campaigns • Experience with data analysis • Background in social media management, content creation and community engagement • Experience with digital fundraising automation platforms • Proven ability working with multidisciplinary teams

Position Description



	<p>Desirable</p> <ul style="list-style-type: none"> • Experience in healthcare or medical fundraising environment (highly desirable) • Experience managing external agencies and consultants
<p>Required Knowledge & Skills</p>	<p>Essential</p> <ul style="list-style-type: none"> • Platform Ownership including full ownership and management of Meta Ads, Google Ads, EDM platforms (Mailchimp, P2P platform management (Funraisin), and website platform (Sitecore) • Knowledge in Google Analytics for data analysis and insights • Experience with email platforms and automation • Website content management systems (CMS) experience, Sitecore preferred • Campaign reporting and performance analysis capabilities • Basic video production and editing skills • Understanding of SEO and SEM principles
<p>Personal Attributes & Values</p> <p>All employees are expected to consistently work in accordance with Epworth's values and behaviours</p> <ul style="list-style-type: none"> • Compassion • Accountability • Respect • Excellence 	<p>Essential</p> <ul style="list-style-type: none"> • Independent Leadership: Ability to work autonomously and take initiative • Collaborative Spirit: Strong team player who can work effectively across teams • Relationship Building: Excellent interpersonal skills for donor and stakeholder engagement • Strategic Thinking: Ability to develop and execute comprehensive digital strategies • Hands-on Execution: Comfortable with day-to-day campaign management and content creation alongside strategic planning • Adaptability: Flexible approach to work hours and changing priorities • Communication: Exceptional written and verbal communication skills

Document Control

Date Developed:	Date Last Reviewed:	Developed and Reviewed By (Position Title):

8. Employee Position Declaration

I have read and understand the requirements and expectations of the above Position Description. I agree that I have the physical ability to fulfil the inherent physical requirements of the position, and accept my role in fulfilling the Key Accountabilities. I understand that the information and statements in this position description are intended to reflect a general overview of the responsibilities and are not to be interpreted as being all-inclusive.

Employee Signature: _____

Print Name: _____

Date: _____