

1. General Information

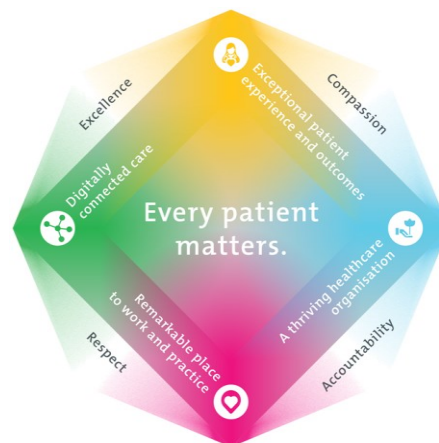
Position Title:	National Community Fundraising Coordinator
Division/Department:	Epworth Medical Foundation / Jreissati Pancreatic Centre
Position Reports to:	Research Donor Relations Manager
Enterprise/Individual Agreement:	Individual Agreement
Classification/Grade:	
Location:	Epworth Richmond, 34 Erin St, Richmond VIC 3121
Employment Status:	Fixed-term contract (18-months), dedicated resource This is a dedicated 18-month contract engagement, with the intention of establishing Purple Picnic as a sustainable annual campaign and positioning the Centre for its ongoing delivery beyond the contract term.
Resource Management (for Management positions only) Number of Direct Reports: Budget under management:	
Key Relationships - internal and external	Internal: Jreissati Pancreatic Centre leadership team Epworth Medical Foundation fundraising and donor relations teams Marketing and Communications teams Finance, Digital and Events stakeholders External: Campaign suppliers and partners Community hosts and participants

2. Overview of Epworth HealthCare

Epworth HealthCare is Victoria's largest not-for-profit private health care group, committed to delivering excellence in patient care, research and innovation. The Jreissati Pancreatic Centre brings together multidisciplinary clinical care, research and education to improve outcomes for people affected by pancreatic cancer.

The Purple Picnic campaign will serve as a flagship national community fundraising and engagement initiative for the Jreissati Pancreatic Centre, modelled on the success of established peer-to-peer campaigns such as Cancer Council’s Australia’s Biggest Morning Tea.

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

The National Community Fundraising Coordinator– Purple Picnic Campaign is responsible for the end-to-end design, delivery and growth of the Purple Picnic national fundraising campaign. This role exists to provide dedicated strategic oversight, project management, coordination and delivery capability to establish Purple Picnic as a sustainable, annual community event for the Jreissati Pancreatic Centre.

The role is accountable for ensuring the campaign is delivered on time, on budget and to agreed fundraising, engagement and brand objectives, working in close collaboration with fundraising, communications and Centre leadership.

Scope of the campaign:

Purple Picnic is envisaged as:

- An annual, community-led national fundraising campaign
- A scalable peer-to-peer event supported by digital fundraising tools
- A flagship public campaign for awareness and funds in support of pancreatic cancer care, research and education

5. Key Accountabilities

KEY RESPONSIBILITIES	MEASURES/KPIs TO BE ACHIEVED
<p>Strategic Planning and Campaign Development</p> <ul style="list-style-type: none"> • Lead the development of the Purple Picnic campaign concept, framework and annual delivery plan. • Establish clear objectives, success measures, timelines and budgets. • Identify opportunities to grow reach, participation and fundraising year-on-year. • Ensure alignment with the Jreissati Pancreatic Centre strategy and EMF fundraising priorities 	<ul style="list-style-type: none"> - Campaign framework, objectives and delivery plan approved within first 12 weeks - Clear annual budget, timeline and risk register established and endorsed - Year-on-year growth plan developed, including scalability assumptions - Alignment confirmed with Centre and EMF strategy through governance sign-off
<p>Project Management and Coordination</p> <ul style="list-style-type: none"> • Manage all aspects of campaign project delivery, including schedules, dependencies and risk management. • Coordinate internal stakeholders across fundraising, marketing, communications, digital and Centre teams. • Manage external suppliers and partners (e.g. digital fundraising platforms, creative agencies, production suppliers). • Ensure governance, approvals and reporting requirements are met. 	<ul style="list-style-type: none"> - Campaign delivered in line with agreed milestones and budget tolerances - Risks identified early with documented mitigation actions - Internal stakeholders report clarity of roles, timelines and decision-making - External suppliers engaged, briefed and managed against clear deliverables
<p>Communications and Marketing Delivery</p> <ul style="list-style-type: none"> • Oversee delivery of integrated campaign communications across owned, earned and paid channels. 	<ul style="list-style-type: none"> - National campaign launch delivered to schedule - All campaign assets produced on time and on brand

<ul style="list-style-type: none"> • Work through established communications and marketing functions to deliver campaign messaging, assets and supporter journeys. • Ensure consistent, compelling storytelling aligned with Epworth and Centre brand guidelines. • Coordinate national launch, supporter toolkits and ongoing engagement communications. 	<ul style="list-style-type: none"> - Communications plan executed across agreed channels with measurable reach - Supporter journey mapped and delivered end-to-end
<p>Fundraising and Supporter Experience</p> <ul style="list-style-type: none"> • Work closely with fundraising colleagues to embed effective peer-to-peer fundraising mechanics. • Support the design of fundraising prompts, incentives and recognition. • Ensure a positive and meaningful experience for hosts, participants and donors. • Incorporate stewardship and feedback loops to encourage repeat participation. 	<ul style="list-style-type: none"> - Peer-to-peer fundraising mechanics live and functioning as intended - Fundraising targets achieved or exceeded - Positive participant and donor feedback collected and evidenced - Repeat participation intent identified for following campaign year
<p>Flagship Event Oversight</p> <ul style="list-style-type: none"> • Lead the planning and delivery of the flagship Purple Picnic event. • Coordinate logistics, run-of-show, stakeholder engagement and post-event follow-up. • Ensure events reflect best practice in accessibility, safety, compliance and participant experience 	<ul style="list-style-type: none"> - Flagship event(s) delivered safely, compliantly and to agreed run-of-show - Fundraising and engagement outcomes achieved for flagship moments - Stakeholder satisfaction with event experience and delivery
<p>Monitoring, Evaluation and Reporting</p> <ul style="list-style-type: none"> • Track and report on key performance indicators including income, participation, engagement and reach. • Provide regular progress reports to Centre and EMF leadership. • Conduct post-campaign evaluation and make recommendations for continuous improvement 	<ul style="list-style-type: none"> - Regular progress reports delivered to Centre and EMF leadership - Final campaign evaluation completed with clear insights and recommendations - Defined handover and sustainability plan completed by end of contract
<p>EMF Team</p> <p>Build strong relationships with EMF& Jreissati Pancreatic Centre team members</p>	<p>Active team player</p> <ul style="list-style-type: none"> - Contribute to fundraising strategy - Keep management and team informed of relevant matters - Attend and contribute to EMF & JPCE Team meetings as scheduled

7. Position Requirements/Key Selection Criteria

COMPONENT	
Qualifications / Previous Experience	<p>Essential</p> <ul style="list-style-type: none"> • Demonstrated experience delivering large-scale events • Strong project management capability with proven ability to manage complex timelines and stakeholders • Experience working across communications, marketing and fundraising functions • Excellent organisational, coordination and facilitation skills • Ability to work autonomously while collaborating effectively within a matrixed organisation <p>Desirable</p> <ul style="list-style-type: none"> • Experience in health, medical or not-for-profit environments • Experience launching or scaling a national campaign • Familiarity with digital fundraising platforms and supporter journeys
Required Knowledge & Skills	<p>Essential</p> <ul style="list-style-type: none"> • Strong project management skills, including planning, budgets, timelines and risk management. • Experience working with communications and marketing teams to deliver multi-channel campaigns. • Sound understanding of fundraising principles and supporter engagement. • Ability to manage and influence multiple internal and external stakeholders. • Clear written and verbal communication skills. • Strong organisational skills and ability to manage competing priorities. <p>Desirable</p> <ul style="list-style-type: none"> • Familiarity with digital fundraising platforms or CRM systems. • Understanding of event compliance, safety and risk management.
Personal Attributes & Values All employees are expected to consistently work in accordance with Epworth's values and behaviours <ul style="list-style-type: none"> • Compassion 	<p>Essential</p> <ul style="list-style-type: none"> • Strategic yet practical, with strong attention to detail. • Collaborative, proactive and solutions-focused. • Comfortable working autonomously and accountable for outcomes. • Aligned with Epworth values of Compassion, Accountability, Respect and Excellence.

<ul style="list-style-type: none"> • Accountability • Respect • Excellence 	
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Document Control

Date Developed:	Date Last Reviewed:	Developed and Reviewed By (Position Title):
1 May 2026	1 May 2026	Scott Bulger Executive Director, Epworth Medical Foundation

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: _____