

1. General Information

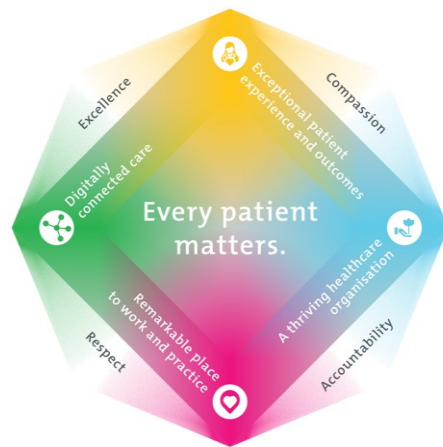
Position Title:	National Community Fundraising Coordinator
Division/Department:	Epworth Medical Foundation / Jreissati Pancreatic Centre
Position Reports to:	Research Donor Relations Manager
Enterprise/Individual Agreement:	Individual Agreement
Classification/Grade:	
Location:	Epworth Richmond, 34 Erin St, Richmond VIC 3121
Employment Status:	Fixed-term contract (18-months), full time This is an 18-month contract, with a primary focus on implementing the Jreissati Pancreatic Centre’s Purple Picnic as a sustainable annual fundraising campaign and other awareness/fundraising projects as needed
Resource Management (for Management positions only) Number of Direct Reports: Budget under management:	
Key Relationships - internal and external	Internal: Jreissati Pancreatic Centre team Epworth Medical Foundation team Finance, Digital and Events stakeholders External: Campaign suppliers and partners Community hosts and participants

2. Overview of Epworth HealthCare & Jreissati Pancreatic Centre

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.

Established in Feb 2021, the Jreissati Pancreatic Centre at Epworth has become a hub for clinical care for pancreatic cancer patients and a centre of excellence in pancreatic cancer research and clinical trials.

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 is responsible for the coordination, delivery and growth of the Purple Picnic Campaign for the Jreissati Pancreatic Centre. This role supports the successful execution of a new community fundraising initiative designed to build a community, engage supporters and generate income to advance pancreatic cancer research and care.

Working as part of the Donor Relations Team at Epworth, the Coordinator will implement campaign activities to launch the initiative, coordinate stakeholders, build and grow the community and manage day-to-day operations to ensure the campaign is delivered on time, within budget, and to a high standard.

5. Key Accountabilities

KEY RESPONSIBILITIES	MEASURES/KPIs TO BE ACHIEVED
<p>Strategic Planning and Campaign Development</p> <ul style="list-style-type: none"> • Contribute to the development of the Purple Picnic campaign concept, framework and annual delivery plan. • Assist in establishing 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 by EMF within first 12 weeks - Clear annual budget and timeline established and endorsed - Alignment confirmed with Centre and EMF strategy through governance sign-off
<p>Project Management and Coordination</p> <ul style="list-style-type: none"> • Coordinate the end-to-end delivery of the Purple Picnic campaign, including timelines, schedules and day-to-day activities • Manage campaign logistics • Liaise with internal stakeholders across fundraising, marketing, communications, digital and Centre teams to support implementation • Coordinate external suppliers and partners involved in campaign delivery 	<ul style="list-style-type: none"> - Campaign delivered in line with agreed milestones and budget - 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"> • Support the implementation of campaign communications across owned, earned and paid channels. • Assist in the development and coordination of campaign materials, including briefs, messaging and supporter content • Work with EMF to ensure consistent messaging and brand alignment • Support participant engagement through clear, timely and engaging communications 	<ul style="list-style-type: none"> - National campaign launch delivered to schedule - All campaign assets produced on time and on brand - Communications plan executed across agreed channels with measurable reach - Supporter journey mapped and delivered end-to-end

<ul style="list-style-type: none"> • Support national launch, supporter toolkits and ongoing engagement communications. 	
<p>Fundraising and Supporter Experience</p> <ul style="list-style-type: none"> • Work closely with Donor Relations team & EMF to embed effective peer-to-peer fundraising mechanics. • Support the execution of community fundraising activities and donors • Respond to community enquires and provide a high standard of supporter stewardship • Support the design of fundraising prompts, incentives and recognition. 	<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"> • Work with Events Team to operationalise the event. • Support the logistics, run-of-show, stakeholder engagement and post-event follow-up • Liaise with venues, suppliers, volunteers and ensure positive 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"> • Monitor campaign performance, including income and budget tracking • Maintain accurate data and documentation across the campaign activities • Assist in post-campaign evaluation, including reporting outcomes, insights and recommendations • Support continuous improvements by contributing to learnings into future campaign planning • Provide regular progress reports to Centre and EMF leadership. 	<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

7. Position Requirements/Key Selection Criteria

COMPONENT	
Qualifications / Previous Experience	<p>Essential</p> <ul style="list-style-type: none"> • Demonstrated experience supporting the delivery of large-scale events, activations or community fundraising initiatives • Strong organisational and coordination skills with proven ability to manage timelines, priorities and stakeholders • Experience working across or alongside communications, marketing and fundraising teams

	<ul style="list-style-type: none"> • Excellent attention to details and ability to manage logistics and administration effectively • Strong interpersonal and communication skills, with the ability to work collaboratively • Ability to work independently while contributing positively within a team environment • Exposure to community fundraising, peer-to-peer campaigns, or supporter engagement activities <p>Desirable</p> <ul style="list-style-type: none"> • Experience in health, medical or not-for-profit environments • Approx. 3-5 years' experience in a coordination, events or fundraising role • Relevant tertiary qualifications in communications, marketing, events, business or related field or equivalent practical experience • Familiarity with CRM systems and/or digital fundraising platforms • Experience supporting the delivery or growth of a recurring campaign or event
<p>Required Knowledge & Skills</p>	<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. • Familiarity with digital fundraising platforms or CRM systems. <p>Desirable</p> <ul style="list-style-type: none"> • Understanding of event compliance, safety and risk management.
<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"> • Organised and reliable • Collaborative and team oriented • Proactive and solutions focused • Strong communicator with attention to detail • Adaptable and flexible with a supporter focused mindset

Document Control

Date Developed:	Date Last Reviewed:	Developed and Reviewed By (Position Title):
1 May 2026	18 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: _____