

## **POSITION DESCRIPTION**

**POSITION TITLE:** COMMUNITY ENGAGEMENT MANAGER

**REPORTS TO:** Head of Fundraising

**KEY RELATIONSHIPS:** Corporate Partnerships Manager, Fundraising team, Business Support Team, Marketing team, and Hospital teams

**DIRECT REPORTS:** Nil

**Employment Type:** Part or Full-time (0.8 FTE to 1.0 FTE)

**Location:** North Adelaide, SA

### **Position Description**

The Community Engagement Manager plays a key role in growing community-driven philanthropy for the Women's & Children's Hospital Foundation. This role builds authentic, trusting and long-term relationships with individuals, families, and community groups who wish to give back, celebrate care, or honour loved ones through their fundraising.

You will lead all aspects of the community fundraising program, digital and offline, including third-party events, peer to peer fundraising, supporter journeys, community events and other initiatives that positively engage both current and prospective supporters.

By combining community fundraising, family engagement, and in-hospital activations, this role helps to deepen the connection between hospital families, the wider community and the WCH Foundation - inspiring generosity, gratitude, and shared purpose.

### **Principal Responsibilities**

1. Develop and grow all aspects of the community fundraising program.
2. Build strong relationships with community fundraisers and grateful families, providing tailored support, stewardship and engagement.
3. Plan and deliver in-hospital activations and engagement activities
4. Create and maintain high quality community fundraising collateral and story-telling communications
5. Manage budgets, reporting and record keeping for the community fundraising program.

## **Key Result Areas**

### **1. Community Fundraising Growth and Development**

- Lead and grow all aspects of community and peer-to-peer fundraising including DIY, challenge, in celebration and in memory events, campaigns and activities.
- Support and nurture third-party fundraisers such as individuals, schools, small businesses, and community groups - providing guidance, resources, and encouragement.
- Work collaboratively with the marketing team to develop and maintain community fundraising toolkits, materials, and online platforms, producing compelling resources and impact stories.
- Manage the annual community fundraising calendar, ensuring alignment with WCH Foundation values, brand, and priorities.
- Proactively call, meet and connect with donors to thank them, understand their motivations, offer support, and keep stakeholder records accurate.
- Leverage fundraising platforms such as Funraisin, Grassrootz, GoFundMe and others to support active and third-party events.
- Contribute to the delivery of high-quality fundraising events, providing logistics, planning and on-the-day support.

### **2. Grateful Family & Patient Engagement**

- Act as the main point of contact for families and patients wishing to share their stories or fundraise in gratitude for care.
- Partner with hospital teams to meaningfully engage families.
- Develop and coordinate a structured gratitude framework, ensuring all engagement is compassionate, ethical, and aligned with hospital culture.
- Steward families along a respectful engagement pathway - from first contact through to story sharing, event hosting, or fundraising support.
- Provide tailored support for in-memory fundraising, ensuring care, empathy and professionalism in every interaction.

### **3. In-Hospital Activations**

- Plan and deliver in-hospital community engagement activities, liaising with hospital staff to coordinate logistics, permissions, and patient experience priorities for visits and activations.

- Work with the Marketing and Communications teams to maximise storytelling, media, and brand opportunities from these activities.
- Ensure all activations are safe, inclusive, and respectful of hospital policies and family sensitivities.

#### **4. Storytelling, Recognition & Stewardship**

- Collaborate with internal teams to transform family and community stories into inspiring content that uplifts giving.
- Recognise and celebrate community fundraisers and families through events, social media, and personalised stewardship touchpoints.
- Contribute to priority cross-functional projects as required.

#### **5. Data and Financial Management**

- Lead, drive and be accountable for the performance of the community fundraising portfolio in line with agreed budgets, KPIs and targets.
- Maintain accurate records of supporter activity and outcomes in the CRM, ensuring relationships are nurtured and data integrity upheld.
- Produce community fundraising reports and insights, highlighting community fundraising impact and engagement.

### **Person Specification**

#### **Experience and Knowledge**

- Proven experience in community fundraising, relationship management, and/or event coordination with ability to meet revenue targets.
- Experience in donor relations particularly in corporate or community partnerships.
- Experience in developing supporter engagement strategies and marketing/fundraising/sales activities.
- Strong ability to build authentic relationships with diverse supporters, with natural rapport-building and influencing skills.
- Understanding of ethical storytelling, privacy, and consent principles, particularly in sensitive healthcare contexts.

- Experience managing multiple projects, timelines and stakeholders with professionalism and empathy.
- Demonstrated experience engaging with supporters via phone, in person and through digital channels.
- Experience working in a not-for-profit, healthcare, or community-focused environment (desirable).

### **Skills and Attributes**

- Exceptional interpersonal and communication skills with the ability to connect genuinely with families, community supporters, and partners.
- Highly organised with excellent attention to detail and follow-through.
- Creative problem-solver who can bring ideas to life and engage diverse audiences.
- Collaborative team player who thrives in a purpose-led environment.
- Flexible, proactive and able to balance strategic priorities with hands-on execution.
- Strong project and campaign coordination including data analysis, audience segmentation and stakeholder management skills.
- Familiarity with CRMs such as Raisers Edge and fundraising platforms (such as Funraisin, GoFundme, Grassrootz) (desirable).
- Understanding of fundraising regulations, standards and best practices in Australia (desirable).

### **Other Duties**

- Other duties as may be required from time to time to meet the objectives of the position and the organisation.
- Contribute to a safe and healthy work environment, free from discrimination and harassment by adhering to the provisions of the relevant legislative requirements including Equal Employment Opportunity, Work Health and Safety, the Code of Conduct and organisational policies.
- Ensure your own and other people's safety through taking reasonable care through your acts or omissions while at work.
- Assist with the delivery of WCH Foundation events as required.

### **Special Conditions**

- Some out of hour's work may be required.

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- May be required to travel intra/interstate.
- Must be prepared to attend relevant meetings and educational activities as required.
- Must be prepared to participate in the performance development process.