

Western Health

Corporate Partnerships Manager



Contents

- 3 Background Information
- 8 The Role
- 9 Key Criteria for Success
- 10 Key Responsibilities
- 12 Person Specification
- 13 Next steps
 - 14 *How to Apply*
 - 14 *Selection Process*



Background Information

About Western Health

Our workforce of over 9,000 employees and over 600 volunteers are driven by our values of 'Compassion, Accountability, Respect, Excellence and Safety' (CARES). We value our people and provide them the opportunity to grow and develop.

Our teams are friendly and supportive, ensuring we deliver a safe, person-centred and connected patient experience.

Western Health is in a period of rapid growth. Our services comprise of several public hospitals: Footscray Hospital, Sunshine Hospital (including Joan Kirner Women's and Children's), Williamstown Hospital and Bacchus Marsh & Melton Hospital. We also operate Sunbury Day Hospital, Hazeldean, Grant Lodge Residential Aged Care, as well as community health centres in Melton, Caroline Springs and Bacchus Marsh and a range of community-based services. We care for a diverse community of more than 1 million people with complex care needs ranging from neonates to geriatrics.

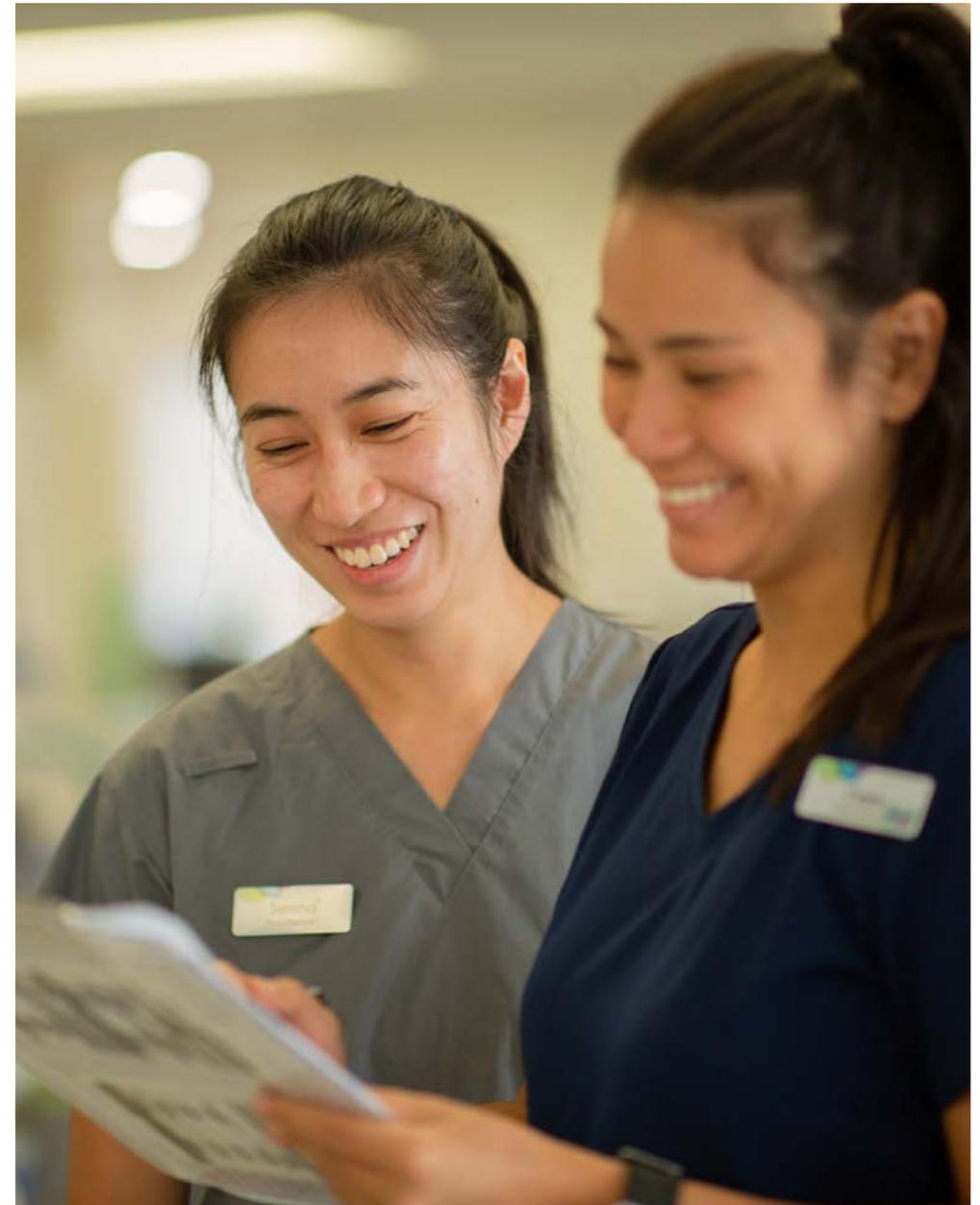
Western Health provides a comprehensive, integrated range of services from its various sites; ranging from acute tertiary services in areas of emergency medicine, intensive care, medical and surgical services,

through to subacute care and specialist ambulatory clinics. Western Health provides a combination of hospital and community-based services to aged, adult and paediatric patients and newborn babies.

To understand more about our future, please review the Western Health **Strategic Direction 2021 – 2023**

Our Communities

Western Health is the major healthcare provider to one of the fastest growing and most diverse regions of Australia. The catchment population is nearing 900,000 and the birth rate and movement into this region means that strong growth will continue in the years ahead. Our communities are culturally rich, with members speaking more than 150 different languages and dialects. Yet, while proudly diverse, people from across our suburbs face significant challenges. Many experience substantial social and



economic disadvantage, with higher-than-average unemployment, and a large proportion of our population experience financial hardship.

Our population has higher-than-average rates of cancer, heart disease, stroke and mental illness, and diabetes and depression are also significant population health issues. And our community is ageing, with frailty becoming a significant challenge to independent, healthy living. We are committed to providing Best Care to communities across Melbourne's west, improving health outcomes for all.

Our People

Our workforce are focused on enabling and supporting the culture and capability of all people across the organisation. A large proportion of our staff are from the western suburbs, or live locally now, further entrenching Western Health in the communities we serve. Western Health has a strong philosophy of working with our local community to deliver excellence in patient care.

We span the municipalities of Brimbank, Hobsons Bay, Maribyrnong, Melton, Moonee Valley, Moorabool, Hume and Wyndham, and we value our relationships with each local government. Our growing health service has long-standing relationships with health providers in the western region of Melbourne, as well as strong affiliations with numerous colleges and academic institutions.

Our Services

Western Health provides a comprehensive, integrated range of clinical services from our various sites ranging from acute tertiary services in areas of emergency medicine, intensive care, medical and surgical services, through to subacute care and onsite and virtual ambulatory clinics. Our specialised services include oncology, renal, women's health including maternity, chronic disease, geriatrics and cardiology. We provide a combination of hospital, community-based and in-reach services to aged, adult and paediatric patients and newborn babies. Western Health also offers drug health and addiction medicine support through our inpatient service and community Drug Health Service. The already wide range of community services managed by Western Health was expanded significantly during 2020, as part of our extensive COVID-19 response.

Our new and innovative Rapid Allied Health Service provides urgent physiotherapy, occupational therapy and social work care to patients in their homes, complementing the in-home care already provided by the nursing and medical at-home service and, in some cases, preventing unnecessary presentations to emergency and admissions to wards. Underpinning Western Health's world-class clinical care is our commitment to research and education. The Western Centre for Health Research and Education, based at Sunshine Hospital, provides a range of

purpose-built, state-of-the-art teaching, research and simulation facilities. It is home to the Western Clinical School for Medicine and Allied Health, in partnership with the University of Melbourne, and also houses researchers, academics and educators from Western Health, Victoria University and the University of Melbourne. As a Registered Training Organisation (RTO), we offer high quality training focused on professional development. Our innovative and valuable programs are accredited and evaluated externally.

Our Partners

We have long term partnerships with many providers across the region, including local government, primary and community care providers. This has culminated in the development and ongoing implementation of the Better Health Plan for the West. We are also partners in Strengthening Hospitals in Melbourne's West – a coalition with our neighbouring health services, including; Mercy Health, which aims to build a cohesive view of how health services in the region can best meet the needs of our community now and into the future.



Our Vision

Together, we deliver the healthcare of the future.

Our Purpose

Providing the Best Care for the people of the West, in the right place and at the right time.

Our Values

Compassion – consistently acting with empathy and integrity

Accountability – taking responsibility for our decisions and actions

Respect – for the rights, beliefs and choice of every individual

Excellence – inspiring and motivating, innovation and achievement

Safety – prioritising safety as an essential part of everyday practice

Strategic Aims

We partner with patients and families

Our patients and families are actively involved in their care and connected to the right services.

We care for our people

Our staff and volunteers are supported, engaged and equipped to embrace a dynamic future.

We deliver services for the future

Our services are expanding within and beyond hospital walls, advancing high-quality and connected care.

We are better together

Our respectful relationships with our community, system-wide partners and each other drive collaboration and better outcomes.

We discover and learn

Our innovation, research and education inspires and benefits our patients, staff and communities to deliver a better future.

A Positive Workplace

Together at Western Health, we have a shared responsibility for building and maintaining a positive and respectful environment that is free of negative workplace behaviours. All employees are expected to:

- Treat each other with dignity and respect as a minimum standard of behaviour
- Take responsibility for your own behaviour and how this impacts on those you work with and the patients in your care
- Address poor behaviour... don't 'walk past'

Closing the Gap

Western Health is committed to achieving equality in health status between Aboriginal and Torres Strait Islander peoples and non-indigenous Australians.

Western Health has reaffirmed its commitment to improving the health of Indigenous Australians residing in the Western suburbs after becoming an official signatory to the national Closing the Gap campaign.

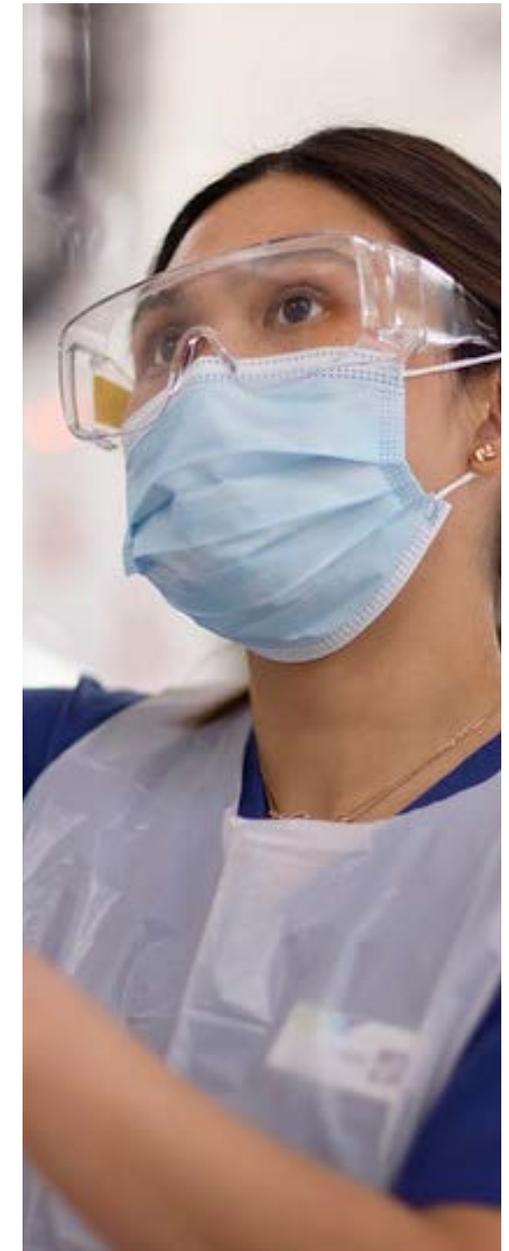
Our Facilities

Sunbury Day Hospital

The Sunbury Day Hospital provides day medical, day surgical, day chemotherapy and haemodialysis treatment, along with a number of specialist clinics.

Sunshine Hospital

Sunshine Hospital is an acute and subacute teaching hospital with approximately 600 beds. The hospital provides elective and emergency care with a range of inpatient and outpatient services, including intensive care and coronary care, acute medical and surgical services, sub-specialty medicine and surgical services, and rehabilitation, aged care and palliative care. Sunshine Hospital also provides a range of women's and children's services at the new Joan Kirner Women's and Children's facility which opened in 2019. The Sunshine Hospital Radiation Therapy Centre provides treatment to patients with a range of





cancers through a partnership between Western Health and the Peter MacCallum Cancer Centre.

Footscray Hospital

Footscray Hospital is an acute and subacute teaching hospital with approximately 300 beds. It provides elective and emergency care, with a range of inpatient and outpatient services including acute general medical and surgical, intensive and coronary care, subspecialty medicine, rehabilitation and aged care and related clinical support.

Williamstown Hospital

Williamstown Hospital is a 90 bed facility providing emergency, surgical,

rehabilitation and geriatric valuation and management services, renal dialysis and community rehabilitation and transition care.

Hazeldean

Hazeldean provides services to support people at the conclusion of their hospital stay.

Bacchus Marsh and Melton

The services in Bacchus Marsh, Melton and Caroline Springs provide a range of general and specialist care across acute, sub-acute, residential aged, community nursing, allied health and dental services.

Drug Health and Addiction Medicine Services

Drug Health Services provide a diverse range of services for individuals and their families affected by drug and alcohol related problems. Drug Health Services is a community based program of Western Health and offers innovative client centered recovery programs that include specialist programs for Adults, Women and their Children, Adolescents and their Families. They also provide Residential Withdrawal Services for both adults and adolescents. Services are both office based and outreach. Office based services are provided from the Footscray and Sunbury Campuses. Access to Addiction Medicine Consultants and Nurse Practitioners is available to support seamless service delivery. Drug Health Services liaises with Addiction Medicine Services within Western Health.

The Western Centre for Health Research and Education (WCHRE)

Located at Sunshine Hospital, the Western Centre for Health Research and Education provides a range of purpose built, state-of-the-art teaching and research facilities. The Centre is the result of the partnerships with the University of Melbourne and Victoria University and plays a pivotal role in staff and student education and research activities. Available within the Centre is a 200 seat auditorium, a 100 seat lecture theatre, library

facilities, simulation centres and a number of seminar and tutorial rooms. The Centre is home to the Western Clinical School for Medicine and Allied Health in partnership with the University of Melbourne and also houses researchers, academics and educators from Western Health, Victoria University and the University of Melbourne. The Centre has enabled a number of collaborative projects and opportunities researching diseases that affect our local communities and has placed Western Health as a centre of excellence in academic and research fields. Western Health maintains strong partnerships with a number of lead universities including the University of Melbourne, La Trobe, Monash, RMIT and Victoria Universities for medical, nursing and midwifery and allied health training.



Acknowledgement of Traditional Owners

Western Health respectfully acknowledges the traditional owners of the land on which its sites stand as the Boon Wurrung and the Wurundjeri people of the greater Kulin Nation.

Western Health encourages applications from Aboriginal and Torres Strait Islander people and people from culturally and linguistically diverse backgrounds.

The Western Health Foundation

The Western Health Foundation fundraises for Western Health so that it can provide the best care to our community.

The Western Health Foundation is dedicated to raising funds to assist Western Health and the people of Melbourne's west. The funds raised by the Western Health Foundation are specifically targeted:

- For medical equipment and patient care services and facilities at Western Health.
- To fund research undertaken by Western Health.
- To provide scholarships for the staff at Western Health and support staff wellbeing.

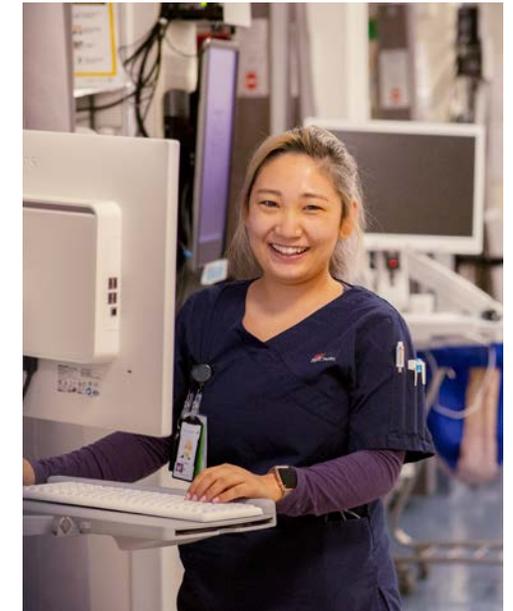
The Foundation is established as a separate legal entity with a Board of Directors. The Board is supported by an organisational unit within the Western Health structure. This unit is led by the Director of the Western Health Foundation.

The Foundation has a new strategic plan that focuses on growing the scale and impact of the Foundation. As part of this, we are aiming to significantly increase our fundraising goals and to expand our reach across our community and corporate partners. This role plays an important part in achieving that vision.

Operationally, the Foundation secures income via a number of channels including corporate sponsorship, events and community engagement, direct mail appeals and broad based acquisition campaigns, philanthropic foundations and grants, and individual major gifts and bequests.

The role of Senior Manager, Major Giving, is a key strategic and managerial role. The position reports to – and works closely with – the Foundation Director, to ensure that overarching funding strategy is well integrated across the Foundation team.

The position will lead the major giving program and associated activities and communications and oversee all associated engagement, acquisition, retention and development activities. This includes individual and philanthropic giving, connecting in to the Foundation's appeals and acquisition campaigns, to major gifts and philanthropic foundations. The position will play a key leadership and engagement role in communications, major events and staff engagement. The individual works closely with the rest of the Foundation in a supportive and collaborative environment.



The Role

Job Title

Corporate Partnerships Manager

Location

Footscray, Melbourne

Flexible working arrangements are available including working from home. The successful candidate will attend other sites and off-site locations as required.

Reports to

Director, Western Health Foundation

Direct Reports

None

Key Relationships

Internal:

- Western Health Foundation Director and team
- Western Health CEO
- Executive Director People, Culture and Communications
- Director Research, Divisional Directors and Clinical Service Directors and Senior Leadership Team within WH
- Key internal teams within Western Health (eg: Public Affairs, Volunteers, Clinical teams, Community and Allied Health teams)

External:

- Corporate partners and potential partners
- Western Health Foundation Board
- Donors and prospective supporters
- Community members

Purpose

This is key position in the Foundation team. The position will be responsible for achieving significant growth in the Foundation's corporate partnerships portfolio, playing a key part in growing the Foundation's fundraising goals.

The key focus is to develop relationships with existing and potential partners to secure financial support. The position will ensure impact and mutual value is achieved from partnerships.

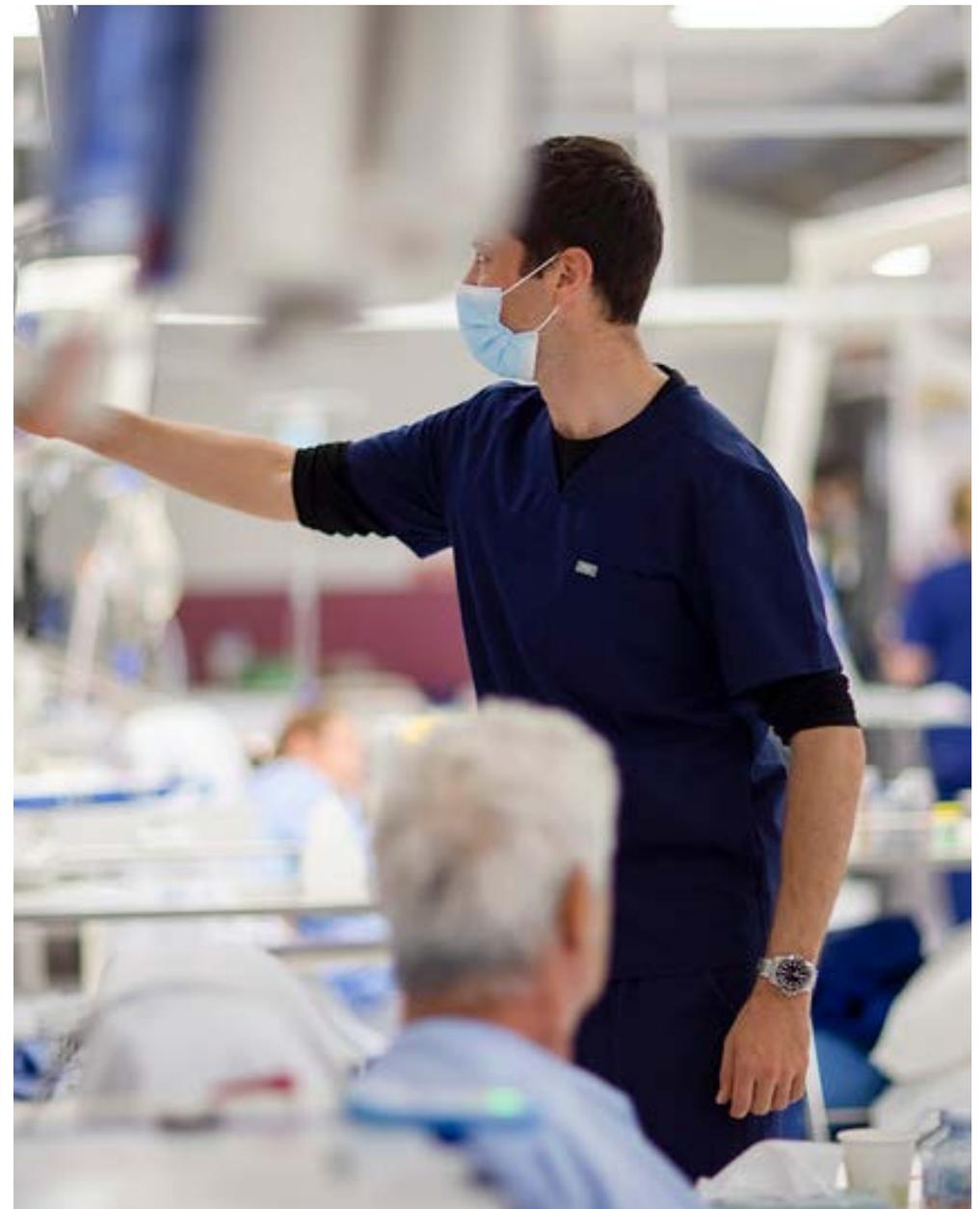
This can only be achieved through a strong connection in to Western Health's clinical services, staff, researchers and leaders. The position will use these relationships and insights to increase our impact and success through a range of corporate partnerships.



Key Criteria for Success

After 12 months in post, the successful candidate will have:

- Grown the number of corporate partnerships (currently 13) and increased the value of these partnerships to meet budget expectations.
- Built a clear value proposition for corporate partnerships, based on WH needs, with supporting pitch and proposal materials.
- Developed and managed a corporate engagement pipeline, ensuring Executive, clinician and board engagement to develop relationships to secure future partnerships.
- Ensured all partnerships are meeting expectations with relevant invoicing, reporting and media acknowledgement, and with strong working relationships with key contacts.
- Successfully delivered the annual Golf Day – the major corporate fundraiser for the year.
- Established themselves as a trusted and credible member of the Foundation team and the wider Western Health community.



Key Responsibilities



Growth

- Develop and implement a strategic approach to grow Western Health Foundation's portfolio of corporate partners
- Identify new partnership opportunities and bring a business development approach to prioritisation, tracking progress, and creating compelling value propositions and pitches to secure support
- Engage with Western Health stakeholders to understand impact, priorities and develop compelling, customised communications including pitches and proposals for potential partners.

Partnerships

- Maintain and grow existing partnerships through a strong focus on mutual value, impact and values alignment.
- Ensure appropriate communications internally and externally in relation to corporate partnerships, including media and access to Western Health stakeholders.

- Manage all event activities relating to corporate partnerships. This includes specific corporate partnership activities (Eg golf day, leadership lunches and tours) as well as the corporate engagement and support for broader Foundation events, campaigns and appeals (eg Walk West).

Management and Performance

- Manage corporate partnership income and funding distribution.
- Track and report outcomes to partners and internal stakeholders including the Western Health Foundation Board.
- Represent the organisation and where required speak at a variety of functions (the ability to work outside normal work hours at times is required).

Management

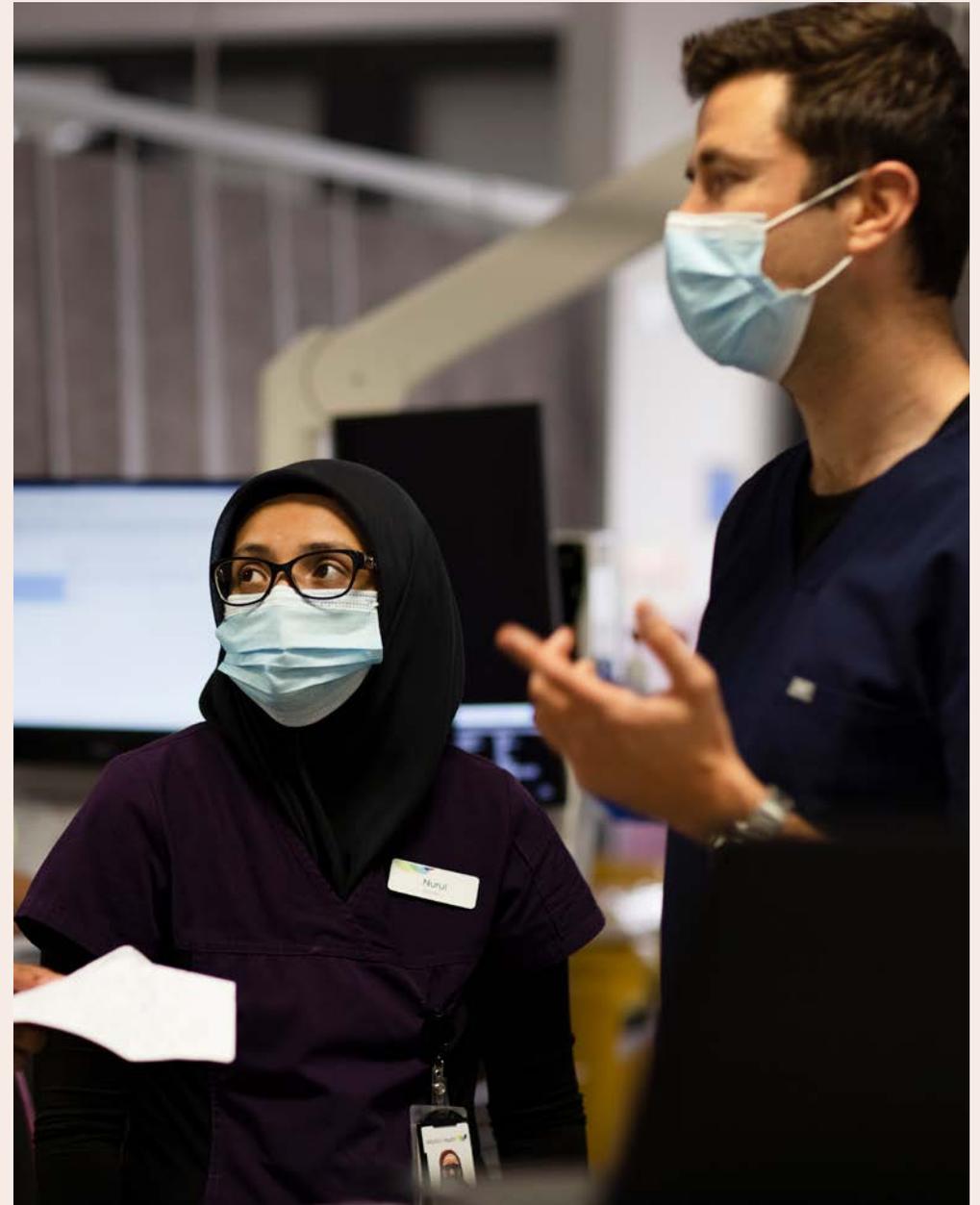
- Ensure planned activities are aligned with overall Foundation strategy and annual calendar.
- Work in close collaboration with the Foundation Director to ensure team is focussed on Western Health Foundation's strategic outcomes.
- Engage with team members to ensure donor engagement, communications and acquisition activities are consistent with the focus and messaging for major donors.
- Engage with team members to ensure alignment regarding corporate partnerships and integrate successfully with corporate partnerships for major appeals.
- Contribute to Foundation publications to ensure clear and consistent messaging that achieves communications objectives.
- Develop and deliver key milestones to achieve the Western Health Foundation's strategic plan for areas of responsibility including regular Board reporting.

Administration & Compliance

Responsible for the administration, budget and records management relating to all activities.

- Maintain accurate and appropriate records of funding received via the Western Health Foundation Salesforce CRM, capturing interactions, profiles and engagement plans.
- Ensure donors are acknowledged according to Western Health Foundation's donor acknowledgement policy.
- Undertake other administrative duties relevant to the position including invoicing and receipting.
- Manage and work within fundraising budgets and to budget targets.
- Prepare comprehensive bi-monthly reports on income and campaign analysis.
- Ensure all fundraising activities comply with the relevant charitable fundraising guidelines and other legislation linked to the sector.

In addition to the key responsibilities specific to your role, you are required to deliver on the Key Organisational Accountabilities which are aligned with the Western Health strategic aims. See Appendix A.

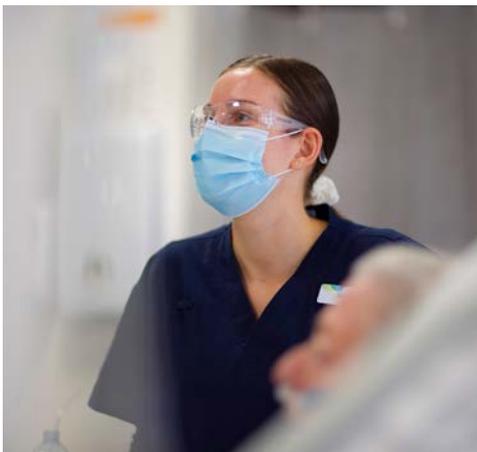


Person Specification

Experience and knowledge

Essential

- Demonstrable experience with corporate entities, business development or fundraising with extensive experience in lead generation and prospecting, including experience in cold & warm calls.
- Experience in planning comprehensive multi-channel campaigns to achieve set objectives, and an understanding of contemporary communications strategies (eg social media and EDM).



- A demonstrated capacity to build the influence and impact of an organisation by developing and managing relationships with external stakeholders.
- Staff leadership experience at a senior level with the ability to motivate and develop staff.
- Proven success in meeting and exceeding financial targets.
- Sound knowledge of fundraising and CRM databases (eg: Salesforce).

Desirable

- Experience within fundraising for the Health sector.
- Knowledge of, or connection to Melbourne's western suburbs.
- Tertiary level qualification in an appropriate field or CFRE qualification.
- FIA Membership.

Skills and abilities

- Exemplary interpersonal skills, with the ability to negotiate and network with a range of people from all walks of life, including high net worth individuals.
- Exceptional verbal and written communication skills, preferably with experience publicly representing an organisation.
- Well-developed administration skills with budget management experience and financial literacy.
- The ability to operate in a fast-paced and complex business environment in a small, tight knit team.



Attitudes

- A professional attitude and strong team focus.
- Commitment to Western Health Foundation's purpose.
- Proactive with an excellent work ethic.
- Flexibility and sensitivity to work with diverse personalities and situations.

Next steps

Terms

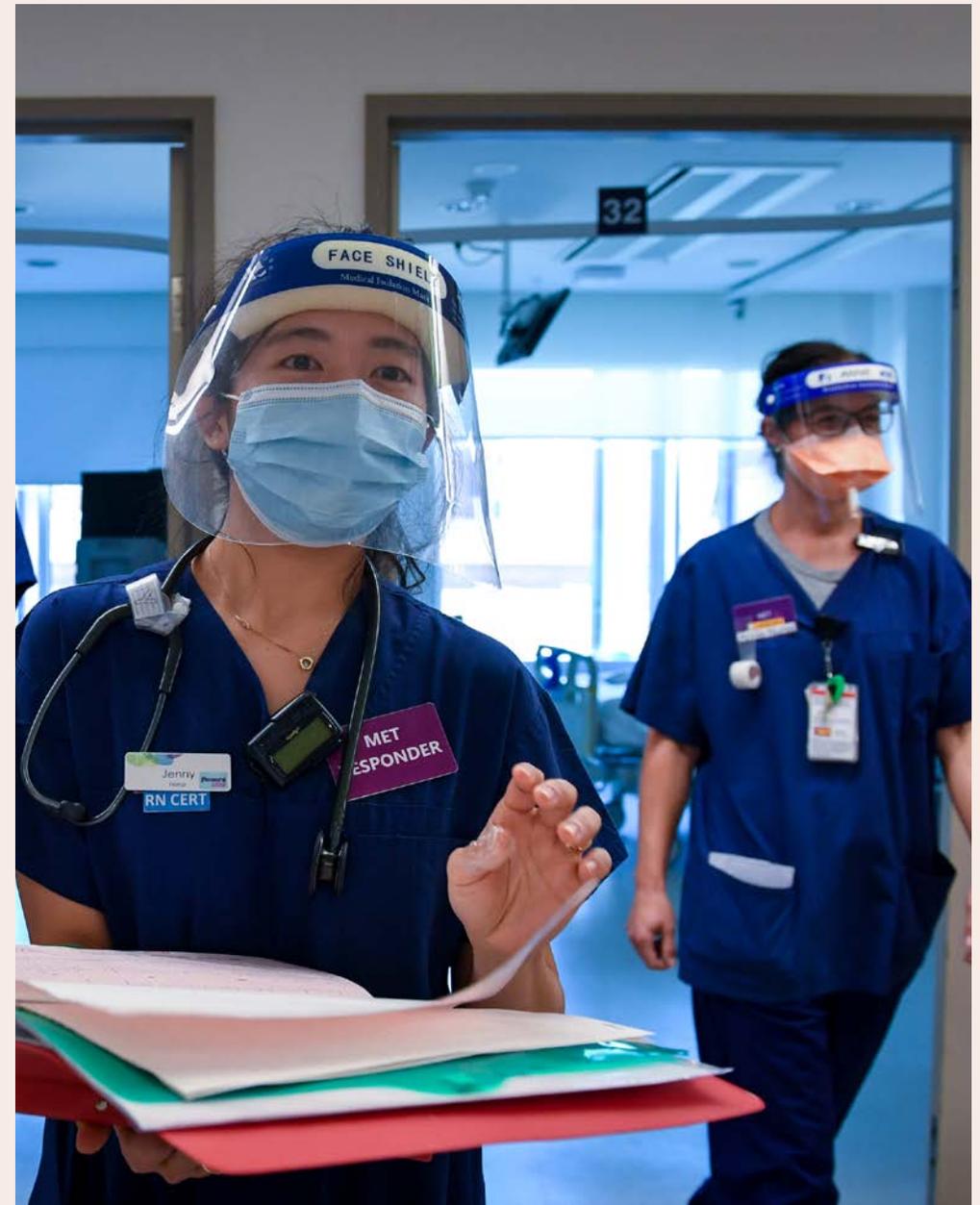
This position is 0.5-0.6 FTE. The days and hours will be negotiated with the successful candidate.

To discuss salary parameters please call **Judith Marks**, Senior Consultant Australia Office.

All employees are required to:

- Obtain a police / criminal history check prior to employment.
 - Obtain a working with children check prior to employment (if requested).
 - Obtain an Immunisation Health Clearance prior to employment.
 - Report to management any criminal charges or convictions you receive during the course of your employment.
 - Comply with relevant Western Health clinical and administrative policies and guidelines.
 - Comply with and accept responsibility for ensuring the implementation of health and safety policies and procedures.
 - Fully co-operate with Western Health in any action it considers necessary to maintain a working environment, which is safe, and without risk to health.
- Protect confidential information from unauthorised disclosure and not use, disclose or copy confidential information except for the purpose of and to the extent necessary to perform your employment duties at Western Health.
 - Safeguard children and young people in our care, by ensuring that your interactions are positive and safe, and report any suspicions or concerns of abuse by any person internal or external to Western Health.
 - Be aware of and comply with relevant legislation: Public Administration Act 2004, Victorian Charter of Human Rights and Responsibilities Act 2006, the Victorian Occupational Health and Safety Act 2004, the Victorian Occupational Health and Safety Regulations 2017 (OHS Regulations 2017), Fair Work Act 2009 (as amended), the Privacy Act 1988 and responsibilities under s141 Health Services Act with regard to the sharing of health information.

Be aware of and comply with the Code of Conduct for Victorian Public Sector Employees and other Western Health employment guidelines



How to Apply

Applications should include:

1. A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your latest salary, notice period and names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Judith Marks, Senior Consultant.

APPLICATIONS CLOSE
29 JULY 2022

Please send your application to **Judith Marks**, Senior Consultant, **Richmond Associates** Australia Office.

✉ info@richmond-associates.com
☎ +61 2 8218 2185