

Position Description

Position Title:	Fundraising Communications and Engagement Coordinator
Reports to:	Director GV Health Foundation and Fundraising
Department:	Foundation & Engagement
Directorate:	Chief Corporate Affairs Officer
Cost centre:	X0507
Code & classification:	Grade 4, Levels 1 – 5 (HS4; HS26 – HS29)
Employment conditions:	Health and Allied Services, Managers and Administrative Workers (Victorian Public Sector) (Single Interest Employers) Enterprise Agreement 2025 – 2027 and its successors, and GV Health Policies and Procedures (and as varied from time to time)

GV Health is an equal opportunity employer and continually strives to build a diverse, equitable and inclusive workforce that reflects our community. We encourage applications from people of all backgrounds.

Statements included in this position description are intended to reflect in general the duties and responsibilities of the position. It is not intended to be an exhaustive list of responsibilities, duties and skills required. GV Health may alter the duties of this position description if and when the need arises. Any such changes will be made in consultation with the affected employee(s).

POSITION SUMMARY

The Donor Communications and Engagement Coordinator is a key member of the GV Health Foundation team, reporting to the Director, GV Health Foundation and Fundraising. The role is responsible for coordinating communications and engagement activities that strengthen donor relationships, build community awareness, support fundraising growth and enhance the profile of the Foundation.

The position provides high-level coordination and specialist support across donor communications, stakeholder engagement, fundraising campaigns, digital communications, website content maintenance, social media coordination, content development and related reporting and administrative systems. The role contributes to the development, implementation and review of communication strategies and engagement activities designed to attract, inform, acknowledge and retain donors, supporters and community stakeholders.

Working collaboratively with the Communications and Engagement team and broader Corporate Affairs Directorate, the Coordinator ensures that Foundation messaging and engagement activities are professional, consistent, audience-focused and aligned with GV Health values and strategic priorities. The role also supports the Director with donor stewardship, fundraising communications, campaign planning, digital content coordination, stakeholder liaison, and the review and improvement of communication and engagement processes.

An organised and proactive communicator, the Donor Communications and Engagement Coordinator applies sound judgement, initiative and strong relationship management skills to deliver high-quality engagement outcomes and support the continued growth of the GV Health Foundation.

RESPONSIBILITIES AND DUTIES

The following duties are inclusive of but not limited to the following:

- Coordinate and implement donor communication and engagement activities that support the Foundation's fundraising goals, donor growth and community profile.
- Develop written communications and content for donor updates, acknowledgements, appeals, newsletters, invitations, presentations, campaign materials, event communications, reports and other stakeholder-facing materials
- Support the development and implementation of donor stewardship and engagement initiatives that build, strengthen and retain relationships with donors, supporters, community representatives and other stakeholders
- Work collaboratively with the Director, GV Health Foundation and Fundraising to plan, coordinate and deliver communication strategies and engagement activities for fundraising campaigns, appeals, donor recognition initiatives and Foundation priorities.
- Ensure donor and stakeholder communications are timely, accurate, audience-appropriate, aligned with brand and organisational messaging, and reflective of GV Health values.
- Coordinate communication components of Foundation events and engagement activities, including promotional materials, invitations, briefing documents, run sheets, speeches, collateral and follow-up communications.
- Coordinate website content maintenance and continuous improvement, including updates, review of user-facing content, and recommendations to enhance engagement and usability.
- Coordinate and oversee Foundation social media activity, including content planning, scheduling, alignment with campaign priorities and review of engagement outcomes.
- Develop and adapt visual and digital communication materials using relevant design software to support Foundation campaigns, events, donor engagement and promotional activities.
- Liaise with internal and external stakeholders including donors, sponsors, community representatives, suppliers and GV Health staff to support effective communication, engagement and reputation outcomes.
- Assist with the preparation of reports, briefs, presentations, correspondence and other documentation for the Director, Foundation Board and relevant stakeholders.
- Monitor and evaluate donor and community engagement activities, website content effectiveness, digital communication performance and social media engagement, identifying trends and opportunities for improvement.
- Contribute to the planning and coordination of fundraising campaigns and events, ensuring communication and engagement activities are integrated effectively into broader Foundation operations.
- Support the management of Foundation digital and print communication activities in collaboration with Communications and Engagement and other relevant teams.
- Assist with the monitoring of campaign and engagement outcomes, including participation, response, stakeholder feedback and return on investment where relevant.
- Contribute to quality, risk and compliance activities relevant to Foundation communications, donor engagement, website content and events.
- Provide occasional support across broader Corporate Affairs engagement and communication activities as required.
- Undertake special projects and other duties consistent with the classification and scope of the role, as directed.

KEY SELECTION CRITERIA

Essential:

- Demonstrated experience in communications, stakeholder engagement, donor engagement, fundraising support, public relations or a related field within a complex organisation.
- Highly developed written communication skills, including demonstrated ability to prepare clear, engaging and audience-appropriate content for a range of stakeholders and communication channels.
- Demonstrated ability to coordinate communication and engagement activities that build relationships, strengthen stakeholder connection and support organisational objectives
- Well-developed interpersonal and relationship management skills, with the ability to engage effectively with donors, supporters, community members, senior staff and external stakeholders.
- Demonstrated experience in website content coordination and maintenance, including reviewing and updating content for accuracy, relevance, accessibility and audience engagement.
- Demonstrated experience in coordinating social media content and activities to support engagement, campaigns and organisational profile.
- Demonstrated ability to develop or adapt visual communication materials using relevant design software platforms.
- Demonstrated ability to manage a defined portfolio of work with a high degree of organisation, initiative, judgement and accountability.
- Experience in coordinating campaigns, events, donor communications or community engagement initiatives, including planning, implementation and evaluation.
- Strong organisational and time management skills, with the ability to manage multiple priorities and deliver high-quality work within agreed timeframes.
- Demonstrated attention to detail, discretion and ability to maintain confidentiality in relation to donor, stakeholder and organisational information
- Experience in maintaining records, databases and administrative systems and using these to support communication planning, donor stewardship and reporting.
- Proficiency in Microsoft Office applications and other relevant communication, fundraising, website or database systems.

Desirable:

- Experience in a fundraising, not-for-profit, healthcare or community sector environment.
 - Sound understanding of donor stewardship principles, fundraising communications and supporter engagement practices.
 - Experience working with communication platforms, donor databases, content management systems, website platforms or fundraising software.
 - Proficiency in design software such as Canva, Adobe Creative Suite or similar tools used for digital and print communications.
 - Experience in preparing campaign reporting, engagement metrics, website analytics or communication performance summaries.
-

KEY PERFORMANCE INDICATORS

Your performance will be measured through your successful achievement of:

- Donor, stakeholder and community communications being developed and delivered to a high standard, within agreed timeframes and aligned with Foundation and organisational priorities;
- Donor engagement and stewardship activities being effectively coordinated, contributing to positive donor experiences, strengthened relationships and increased engagement;
- Foundation website content being maintained accurately and updated in a timely manner, supporting campaigns, donor engagement and community awareness;
- Social media content and coordination supporting increased visibility, audience engagement and alignment with Foundation communication priorities;
- Fundraising campaigns, appeals, events and engagement activities being supported by effective communication planning, messaging and implementation;
- Communication materials, records, databases, correspondence and reporting being accurate, current, professional and appropriately maintained;
- Positive working relationships being developed and maintained with donors, supporters, internal teams and external stakeholders;
- Opportunities for communication improvement, audience engagement and process enhancement being identified and acted upon where appropriate;
- Reports, briefs, presentations and other documentation being prepared and delivered within agreed standards and timeframes;
- Effective collaboration with the Communications and Engagement team and broader Corporate Affairs Directorate;
- Compliance with organisational requirements relating to quality, risk, safety, confidentiality and relevant legislative obligations.

ALL GV HEALTH STAFF ARE REQUIRED TO

- Demonstrate GV Health's CREATE values and behaviours and being a role model for living the values of Compassion, Respect, Excellence, Accountability, Teamwork and Ethical Behaviour;
- Maintain an understanding of individual responsibility for consumer safety, quality and risk and adhere to the relevant policies, procedures and guidelines;
- Develop and maintain collaborative relationships with all other teams and professionals;
- Promote and enable efficient teamwork and service provision both within the department and/or organisation and with other service providers;
- Contribute to a safe working environment and ensure compliance with legislative requirements concerning Occupational Health and Safety, anti-discrimination, and equal opportunity;
- Identify, report and manage risks and ensure actions are taken to prevent and minimise harm to consumers and the GV Health workforce;
- Contribute to organisational quality and safety initiatives;
- Observe and comply with child safe principles, standards and expectations of appropriate behaviour toward and in the company of children;
- Complete and maintain all mandatory training requirements as defined by GV Health and actively engage in the Performance Development Review process;
- Minimise the risk of infection to consumers, residents, employees, visitors, contractors and the general public;

- Comply with requirements of the National Safety and Quality Health Service Standards and other relevant standards, regulations and legislative requirements;
- Comply with the principles of patient and family centred care;
- Not smoke or vape on GV Health premises;
- Comply with immunisation requirements as per the Victorian Department of Health Victoria;
- Comply with all applicable position pre-employment checks that are relevant to the role, which may include but is not limited to; police checks, Working with Children's Check (WWCC), National Disability Insurance Scheme (NDIS) and Aged Care screening requirements;
- In this role you may occasionally interact with distressed, anxious or upset consumers or members of the public. GV Health is committed to the physical and psychosocial safety of our staff. All staff are required to comply with all safety related training, look after the safety and well-being of themselves and each other, and actively foster a safe working environment.

ACCEPTANCE:

I acknowledge and accept that this Position Description represents the general outline of duties, responsibilities and accountabilities that are expected of me in my employment in the position, and may not encompass every aspect of the position. I understand that GV Health reserves the right to modify position descriptions as required, however I will be consulted when this occurs.

I acknowledge and accept that I must complete and maintain all relevant pre-employment screening and checks for successful employment.

I acknowledge and accept that that I have read and fully understand this Position Description. I agree that I have the ability to fulfil the inherent requirements of the position, and accept my role in fulfilling the responsibilities, activities, duties and generic position requirements.

I acknowledge I will be required to undertake the duties as set out in the position description (and any other duties as requested in accordance with my skills and experience) to the best of my ability and, at all times follow lawful direction.

By accepting the contract of employment, I am agreeing to duties and obligations within the Position Description.

Chief Corporate Affairs Officer	Fundraising Communications and Engagement Coordinator
Reviewed by:	Director GV Health Foundation and Fundraising
Issue Date:	August 2026

ABOUT US

Goulburn Valley (GV) Health is a Regional Public Hospital and Health Service for the Hume Region of Victoria, with main campuses located at Shepparton, Tatura, Rushworth and Euroa. The main campus in Shepparton is the major acute referral hospital for the sub region. Additional satellite sites are also located in Shepparton, Seymour, Benalla, Cobram, Echuca and Wodonga. GV Health provides a range of acute, subacute, mental health, aged, primary health and community services.

OUR PURPOSE

To significantly improve the health and wellbeing outcomes and experiences of the people and communities in our care.

OUR VALUES

GV Health's culture centres around our CREATE values and behaviours. Through these values and behaviours we commit to delivering ongoing quality healthcare for our community:



GV Health Vision and Values: [Values and Vision - GV Health](#)

OUR STRATEGIC PLAN

The Goulburn Valley Health Strategic Plan 2024-2026 provides the direction for GV Health with our five strategic pillars being:

- Health and Wellbeing Outcomes: Improve health and outcomes for the population in our region
- Community and Consumer Experience: Ensure everyone has an outstanding personalised experience
- Our Staff Experience: Our people feel connected, supported, safe and well
- Responsible Workplace: Be sustainable and efficient
- Health Equity: Embrace differences in how we design and deliver healthcare

GV Health Strategic Plan: [Strategic Plan 2024-2026 - GV Health](#)

FOR MORE INFORMATION

Application tips: [Application Tips - GV Health](#)

GV Health: <https://www.gvhealth.org.au/about/>

Child Safety and Wellbeing: [Child Safety and Wellbeing - GV Health](#)

Living in Goulburn Valley: [Goulburn | Regional Living Victoria](#)

GV Community Connector: [Community Connector Program for Businesses](#)