Swan Hill District Health
Connected Care. Best Experience.



Inclusive | *Compassionate* | *Progressive* | *Accountable*

Fundraising and Communications Manager

Part-time or Full-time

HS6

A ***part time/fulltime position*** is available for a Fundraising and Communications Managers to join our enthusiastic team of Health Professionals in the CEO office at Swan Hill District Health.

The Position

The Fundraising and Communications Manager is responsible for increasing the positive public awareness of Swan Hill District Health's programs and services through targeted communications strategies.

This role leads communications for SHDH and leads a team of one or more team members delivering communications aligned with SHDH Strategic Plan and Victoria Public Sector guidelines.

This position is a key position and has a close relationship with the CEO and executive team.

The role assists in the development of a Fundraising strategy and plans and leads fundraising activities.

Key Capabilities:

- Strategic vision
- Excellent time management skill
- Highly developed administration skills
- Advanced communication and community engagement skills

This position plays a critical leadership role in promotion of SHDH, supporting the organisation's commitment to delivering safe, effective, connected, and person-centred healthcare services.

Mandatory requirements (remove or add as per position description)

- Current National Police Check, or will to obtain.
- Working with Children's Check, or will to obtain.
- NDIS worker screening check, or will to obtain.
- Evidence of immunisation records/history as part of the Health Services Act 1988, 2020 Amendment (Mandatory Vaccination of Healthcare Workers).

About Swan Hill: Swan Hill is situated in North-West Victoria. Located on the beautiful banks of the Murray River with multiple tourist attractions and community events in the surrounding region.

About Swan Hill District Health: Swan Hill District Health is a 143 bed (including Aged Care), fully integrated rural public health facility servicing a greater community of around 35,000 people. At Swan Hill District Health (SHDH), our vision is to provide connected care, best experience for our community.
SHDH is a compassionate, family friendly employer where every employee is a valued team member. Whilst encouraging and supporting work/life balance, SHDH also provides:

®A dynamic workplace ®Discounted Corporate gym memberships
®Salary Sacrifice/Packaging ®Professional Development opportunities
®Employee Assistance Program

Attract Connect Stay; our community are excited to see you and your family arrive. Let us help you connect; schools, partner employment, clubs, housing and the things that matter to you when building your new life.

Apply for this Position via our SHDH Website link: SHDH Apply for this Job providing:

- Completed Application for Employment Form
- Cover letter addressing the selection criteria (included in the Position Description on our website)
- Current Curriculum Vitae

You will find the position description on our website – Vacant positions

Swan Hill District Health is an equal opportunity employer committed to diversity and inclusion. We welcome applications from Aboriginal and Torres Strait Islander people, people with diverse cultural and linguistic backgrounds and people with disability. If you require any reasonable adjustments to the recruitment process or the role, please let us know by contacting **employment@shdh.org.au**

Applications close: 7th Dec 2026

Swan Hill District Health reserve the right to interview and appoint candidates prior to this date.

Swan Hill District Health
Connected Care. Best Experience.

INCLUSIVE
We provide an experience that welcomes and values everyone

COMPASSIONATE
We respond to our people with understanding, empathy and kindness.

PROGRESSIVE
We continue to strive for the best experience outcomes.

ACCOUNTABLE
We personally commit to taking responsibility for all of our decisions and actions.

Position:	**Fundraising and Communications Manager**
Classification:	Administrative Worker Grade 5-6 (HS 5-6)
EBA/Award	Health & Allied Services, Managers & Administrative Workers (Victorian Public Sector) (Single Interest Employers) Enterprise Agreement 2025-2027
Department:	CEO
Location:	Swan Hill District Health (SHDH) Main Campus – 48 Splatt Street, SWAN HILL VIC 3585
Reports to:	Chief Executive Officer
Direct Reports:	1-3
Immunisation Risk Category:	Category C: Position within a non-clinical setting.
Position Summary:	The Fundraising and Communications Manager is responsible for increasing the positive public awareness of Swan Hill District Health's programs and services through targeted communications strategies. This role leads communications for SHDH and leads a team of one or more team members delivering communications aligned with SHDH Strategic Plan and Victoria Public Sector guidelines. This position is a key position and has a close relationship with the CEO and executive team. The role assists in the development of a Fundraising strategy and plans and leads fundraising activities. **Key Capabilities:** • Strategic vision • Excellent time management skill • Highly developed administration skills • Advanced communication and community engagement skills This position plays a critical leadership role in promotion of SHDH, supporting the organisation's commitment to delivering safe, effective, connected, and person-centred healthcare services. This position is a key community engagement lead, with both Fundraising and Communication.
Responsibilities:	**Communications** Internal Communication

	• Plan, develop and deliver internal communications and raise staff awareness of current issues and activities. External Communication • Develop and implement a Communication & Public Relations Strategy to provide information to media, stakeholders and the broader community to assist in promoting programs and services of SHDH in line with the Strategic direction. • Strategic Communication- Provide advice to the CEO and Executive Team on the development and delivery of communication and promotional strategies, media relations, public engagement, issues management, etc. • Develop and foster relationships and networks with entities significant to SHDH and enhance communication processes internally and externally. • Develop a communications plan in line with CEO and Board direction and strategic direction of SHDH. • Develop the tools/strategies/education to maintain and improve communication processes. • Review the promotional delivery of programs and services and public engagement and provide recommendations for improvements. • Prepare and supervise the production of all communications and publicity materials including brochures, newsletters, handouts, promotional videos, photographs, films and multimedia programs. • Identify opportunities to promote the service, its achievements, and key messages. • Disseminate relevant information internally and to the broader community via print publication, electronic communications, radio and social media. • Prepare internal communications to increase staff awareness of issues and events ensuring timely delivery of key messages. • Maintain SHDH intranet, website and social media tools, ensuring ongoing integrity of content accuracy and currency. • Prepare media releases, publications, responses to media, stakeholder and broader community enquiries and implement other communication activities as required. • Monitor media/feedback and advice on reactive media, liaise with and answer enquiries following consultation with the CEO and in line with the SHDH Media Policy, from media, individuals and other organisations, often via telephone and email. • In consultation with program staff and Divisional Managers, prepare external communications strategies to increase the awareness and uptake of SHDH programs, services and goals.

	Managing a Team • Assist to maintain a cohesive team with clarity around goals and accountabilities and appropriate delegations. • Assist team members to be aware of their obligations and comply with current SHDH policies, procedures and guidelines. • Provide constructive supervision, guidance and support to staff in your work area to foster a valuable learning environment. • Consider and promote gender equality. • Undertake GIA's (Gender Impact Assessments) on policies, programs and services, as appropriate and required under the Gender Equality Act 2020 • Support team capability building around GIAs and other obligations under the Gender Equality Act 2020. **Fundraising** Strategic Resource Development • With the SHDH CEO and Board develop and deliver a fundraising strategy and yearly plan. • Manage the co-ordination and development of the donor data base, and ensuring administrative systems support efficient co-ordination of fundraising activities (eg. developing checklists and procedures • Developing, administering and co-ordinating the activities and resources required to implement the SHDH Fundraising Plan, • Implementing the SHDH Fundraising Communication Strategy aimed at furthering positive community relations, which involves drafting communications such as letters, press releases, newsletters and promotional materials to reflect agreed key messages. • Facilitating achievement of an annual fundraising target. Preparing grant applications in collaboration with staff or others. Researching and preparing grant applications in collaboration with staff or others. • Facilitating the successful planning, conduct and evaluation planned events and fundraising activities, minimizing risk to the organization. • Providing reports and professional advice to assist the CEO and Board in development of future plans for fundraising. • Liaising with stakeholders and supporters, and actively encouraging business and community input by building relationships with key stakeholders and others connected with the local community
Key Selection Criteria	1. Proven Fundraising Experience Demonstrated success in developing and implementing fundraising strategies. 2. Strategic Communications Expertise Experience developing and executing communication and marketing plans.

	Strong understanding of brand management and reputation building. Experience managing internal and external communications. 3. Stakeholder Relationship Management Proven ability to build and maintain relationships Excellent networking and influencing skills. 4. Exceptional Written and Verbal Communication Skills Strong presentation and public speaking skills. 5. Digital Marketing and Social Media Experience Knowledge of digital fundraising campaigns. Experience managing social media platforms. Understanding of email marketing, content marketing, and online donor engagement. Familiarity with analytics and campaign performance measurement. 6. Project and Campaign Management Ability to plan, coordinate, and evaluate fundraising and communication campaigns. Strong organisational skills with the ability to manage multiple priorities and deadlines. Experience managing events and promotional activities. 7. Leadership and Team Management Experience leading staff, volunteers, or cross-functional teams. Ability to inspire and motivate others toward organisational goals. Strong collaboration and stakeholder management skills. 8. Financial and Reporting Skills Experience developing and managing fundraising budgets. **Mandatory Requirements** • Current National Police Record Check • Current "Working with Children Permit" • Evidence of immunisation records/history as part of the Health Services Act 1988, 2020 Amendment (Mandatory Vaccination of Healthcare Workers), through either documentation or copy of serology report. It is required that there is immunization for all vaccine preventable illnesses.
First Nations:	Swan Hill District Health would like to acknowledge First Nations communities of Wamba Wamba, Wadi Wadi, Barapa Barapa, Latji Latji and the Tatti Tatti people on whose land, we work and live. We pay respect to all Elders past and present and honour their connection to the land and water.
Continuous Quality Improvement:	• Each staff member is expected to demonstrate a commitment to best practice. • All staff shall take responsibility for their own practice and share • responsibility for creating and maintaining a system that provides safe, • High quality health care. • All staff will participate in quality improvement activities aimed at • improving patient outcomes and maintaining accreditation standards.

	• It is the responsibility of every staff member to be familiar with Health • Service-wide and specific Department Policies & Protocols.
Person Centred Care:	The Health Service supports in its values the philosophy of Person Centered Care to ensure all people, including health service providers, clients, their carers and family members are respectfully cared for and encouraged to participate in the provision of quality health care. Recognise diversity is part of every person & as such providers of health care must be actively involved in developing models of care that are person centred.
Child Safety:	All children have the right to feel and be safe. Keeping children safe is everyone's responsibility. SHDH is committed to providing a child safe environment where children are safe and feel safe, and where their voices are heard about the decisions that affect them. SHDH have zero tolerance to child abuse. Each employee has a responsibility to adhere to this requirement. Any breach of this standard will result in disciplinary action.
Our Purpose:	**Connected Care / Best Experience** SHDH commits to meet the growing health care needs of our community through our new vision to provide better connected care and to achieve the best care experience.
Privacy and Confidentiality:	SHDH are committed to protecting patient and staff privacy and confidentiality, as it is an important aspect of our commitment to providing high quality services. In accordance to both the Health Records Act and the Information Privacy Act, information should only be used and disclosed for the primary purpose of its collection. Each employee has a responsibility to adhere to SHDH's Privacy and Confidentiality Policy, as it is a condition of employment. Any breach of the rules of privacy and/or confidentiality relating to health service business, patients or medical records will result in disciplinary action.
Mandatory Training:	All employees must be aware of and complete designated mandatory training within the required time frame.
Safety:	**RESPONSIBILITIES: It is the responsibility of every staff member to:** • Take reasonable care for their safety and the safety of others while at work. • Report accidents, incidents and potential hazards as soon as reasonably practicable to their supervisor and record on VHIMS reporting system.

	• Advise their supervisor if they have an injury or illness that may affect their ability to perform the inherent requirements of their position. • Be familiar with emergency and evacuation procedures as detailed in the Emergency Procedures Manual. • Complete all Mandatory training requirements as identified and directed. • Comply with the Occupational Health and Safety Act and all SHDH O.H.& S. online Policies and Procedures.
Asset Management:	Staff with asset management responsibilities are required to adhere to the Asset Management Policy and Protocols.
Review:	Completion of My Work Plan on a yearly basis.

Job Demands List		
Swan Hill District Health endeavours to provide a safe working environment for all staff. The purpose of this section is to ensure that you fully understand and are able to perform the inherent requirements of the role (with reasonable adjustments if required) and that you are not placed in an environment or given tasks that would result in risks to your safety or others.		
Frequency Functions		
I	= Infrequent	Activity may be required very infrequently
O	= Occasional	Activity required occasionally, not necessarily all shifts
F	= Frequent	Activity required most shifts, up to 50% of the time
C	= Constant	Activity that exists for the majority of each shift and may involve repetitive movements for prolonged periods
N/A	= Not Applicable	Activity not performed

Aspects of Normal Workplace		**Frequency**				
Demands	**Description**	**I**	**O**	**F**	**C**	**N/A**
Physical Demands						
Sitting	Remain seated to perform tasks				x	
Standing	Remain standing to perform tasks		x			
Walking	Periods of walking required to perform tasks			x		
Bending	Forward bending from waist to perform tasks		x			

Kneeling	Remaining in a kneeling position to perform tasks					x
Lifting/Carrying	Light lifting and carrying		x			
	Moderate lifting and carrying	x				
	Assisted lifting (mechanical, equipment, person assist)	x				
Working at heights	Ascending and descending ladders, stools, scaffolding					x
Pushing/Pulling	Moving objects, e.g. Trolleys, beds, wheelchairs and floor cleaning equipment	x				
Reaching	Arms fully extended forward or raised above shoulder	x				
Crouching	Adopting a crouching posture to perform tasks					x
Foot Movement	Use of leg and/or foot to operate machinery					x
Head Postures	Holding head in a position other than neutral (facing forward)	x				
Fingers/Hand/Arm movement	Repetitive movement of fingers, hands and arms e.g. computer keyboarding				x	
Grasping/Fine Manipulation	Gripping, holding, clasping with fingers or hands			x		
Driving	Operating a motor powered vehicle e.g. use of hospital cars, deliveries, visiting clients, tractor, ride on mower, forklift, bus. Etc.					x
Psychosocial Demands						
Interaction with People	Tasks involving interacting with distressed and emotional people			x		
	Tasks involve interacting with people with mental illness, mental health issues or a disability.			x		
	Tasks involve witnessing or learning about disturbing or distressing personal circumstances and domestic violence.			x		
	Tasks require communicating with others (children or adults) to exchange information.				x	
	Tasks require giving direction and feedback on work undertaken by others.				x	

	Tasks require receiving direction and feedback on work undertaken to meet required work standards.				x	
Reasoning	Tasks require interpreting process documents, following plans and quality standards documentation.				x	
Responsibilities	Tasks involve being responsible for a group of children or vulnerable adults.				x	
Working requirements	Tasks require work to be conducted out of hours (such as overnight).					x
	Tasks are undertaken in a busy, demanding and dynamic work unit.				x	
	Tasks for the position require individual resilience and adaption to workplace change.				x	
Environmental Demands						
Gases	Working with explosive or flammable gases requiring precautionary measures					x
Liquids/Chemicals	Working with corrosive, toxic or poisonous liquids or chemicals requiring Personal Protective Equipment (PPE)					x
Noise	Environmental/background noise necessitates people raising their voice to be heard					x
Biological hazards	E.g. exposure to body fluids, bacteria, infectious diseases requiring PPE	x				
Cytotoxic hazards	Handling and/or preparation of cytotoxic materials					x
Radiation	Working with radiologic equipment					x

Previous Revision dates: **Current:**	July 2026.
Approval	
Managers Name:	
Managers Signature:	
Employees Name:	
Employees Signature:	

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APPLICATION FOR EMPLOYMENT FORM

(To be attached to application)

The Application for Employment form is required to be submitted with the following documents:

- ☐ Covering letter in support of application
- ☐ Response to Key Selection Criteria
- ☐ Applicants Curriculum Vitae

Position Applying for	

General Information

Name			
Address			
Contact	**Home phone**	**Mobile**	**Email**

Are you of Aboriginal/Torres Strait Islander Origin? ☐ No ☐ Aboriginal ☐ Torres Strait Islander

(This question is voluntary)

Do you wish to be identified under this category? ☐ Yes ☐ No

Are you an Australian Citizen or Permanent Resident? ☐ Yes ☐ No Date of Grant _____

If no, what is your current Visa Status – Visa type _____ Expiry date _____

Place/Country of issue: _____ Issue Number: _____

Do you require sponsorship? ☐ Yes ☐ No

Conditions of Employment

Employment conditions are governed by the relevant Public Sector Health Industry Awards and EBAs relevant to the position applied for:

Initial employment is subject to:

- 6 months' probationary period (*with a review at 3 months.)*
- Requirement to work any shift
- Requirement to work in any department as required

Hours of Work – _____ (Availability)

Discipline/Misconduct

Have you experienced discipline or misconduct action at any previous employment? ☐ Yes ☐ No

If **Yes**, please provide details:

Police and Working with Children Checks

Satisfactory Police Checks, and in some areas, Working with Children Checks are mandatory at the point of employment.

If you have a current Police Check and/or Working with Children Check, please show the check identifying numbers and the date of issue: _____

Upon engagement, you will be required to provide the necessary information to complete a Check. Please note that it is a condition of employment that you maintain a current satisfactory Police Check and, if required, Working with Children Check.

Pre-existing Health and Injury Declaration

Swan Hill District Health (SHDH) is committed to achieving a safe working environment for all employees. As part of this, it is our objective to ensure potential employees are not required to work in duties that they are not able to perform safely. As part of the application process for employment with SHDH, we request you to disclose any pre-existing injury or disease which may be adversely affected by the performance of the inherent requirements of the position you have applied for – as described in the Position Description for the position.

Pursuant to S.41 (1) and (2) of the *Workplace Injury Rehabilitation and Compensation Act 2013,* you are required to disclose to SHDH any pre-existing injury or disease that you have suffered of which you are aware, and could reasonably be expected to foresee, could be affected by the nature of this proposed employment.

Failure to make a disclosure, or the making of a false or misleading disclosure, would disentitle you to compensation pursuant to the *Workplace Injury Rehabilitation and Compensation Act 2013* should you suffer any reoccurrence, aggravation, acceleration, exacerbation or deterioration of your pre-existing injury or disease arising out of, or in the course of, or due to the nature of with SHDH. SHDH will rely upon any failure to disclose in accordance with the provisions of the *Workplace Injury Rehabilitation and Compensation Act 2013* as grounds for denying compensation in accordance with S.41 (1) and (2).

Should any alteration, change or rearrangement be necessary to enable you to carry out the inherent requirements of the position, we also request that you disclose these requirements. SHDH is an equal opportunity employer and will arrange any reasonable adjustment to enable a person with a disability to perform the inherent requirements of the position and therefore compete equally with other applicants for this position. Please disclose in the place below any pre-existing injury or diseases that you suffer from, or have suffered from, which could be affected by the nature of your proposed employment with Swan Hill District Health.

Disclosure advice: - (to be completed by the applicant)

I confirm that I have read and understood the contents of the above information and state that I have disclosed all relevant information in relation to my health and physical ability to carry out the inherent requirements of this position.

Signature of applicant: _____ **Date:**

NOTE: If providing this form electronically, you accept that the information is true and correct by the action of submitting the form. You will be requested to sign the printed version at your interview if you are selected.

Enquiries:
Email address: employment@shdh.org.au
Phone: 03 50339315
Postal Address: PO Box 483 SWAN HILL VIC 3585