

**General Information**

Peninsula Home Hospice is an accredited, not for profit community palliative care organisation providing specialist health care and practical support to people living at home with a life limiting illness and their families and friends. PHH supports people who live within the Mornington Peninsula Shire, City of Frankston and City of Kingston (south of Mordialloc Creek)

**Statement of Purpose**

*Peninsula Home Hospice provides home based specialist palliative care that optimises quality of life and honours the hope for comfort, choice, dignity and peace.*

**Core Values**

We are: *Respectful, Compassionate, Inclusive, Supportive, Responsive*

**Position Specification**

<b>Reports To</b>	Business Services Manager
<b>Award</b>	Aligns with the Health Professionals and Support Services Award 2020
<b>Classification</b>	Support Worker Level 7
<b>Hours</b>	As per contract
<b>Role Reflection</b>	Initially during the probation period at three months, and six months, then annually

A condition of employment with Peninsula Home Hospice is that all staff have a satisfactory Police check.

**Key Selection Criteria**

Mandatory	<ul style="list-style-type: none"><li>• Tertiary qualifications in marketing, fundraising or other relevant area</li><li>• Excellent interpersonal and writing skills</li><li>• Well versed in public speaking</li><li>• Well-developed ability to cultivate relationships, work collaboratively and provide strong leadership</li><li>• Proven ability to manage events and projects</li><li>• Proven ability to raise funds using a variety of strategies</li><li>• Competence in using MS Office products</li><li>• Ability to work independently with minimal supervision</li><li>• Victorian Driver's License</li></ul>
Desirable	<ul style="list-style-type: none"><li>• Experience in the not-for-profit sector</li><li>• Experience in managing donor data bases</li><li>• Proficient in Mailchimp</li><li>• Broad understanding of issues experienced by individuals and families who are living with a life-limited illness, impending death and losses including bereavement</li></ul>

**Position Objective**

The Community Engagement Officer plays a leading role at the local level in raising palliative care awareness in the community and in involving community members in the work of PHH. This includes the development and implementation of fundraising activities and promotional opportunities, collaborating with fundraising groups, supporters, members, community groups, and workplaces. Integral to building relationships and support from our community is developing and implementing communication strategies.

The role works dynamically with PHH's Marketing & Publicity Officer, in close alignment with the Fundraising team, in pursuit of PHH's mission and strategic direction to improve outcomes for those affected by a life limiting illness.

**Key Responsibilities**

1. Community Relations Management
2. Education and information
3. Support to Auxiliaries and Committees
4. Fundraising and Sponsorship
5. Coordinate Events
6. Provide relief and support to other administrative officers

**Key Responsibility 1      Community Relations Management**

- KPI:**  
*Behaviour engenders attention and respect  
Donor database reports are informative and useful*
- Develop and implement a local supporter engagement and appreciation strategy
  - Recruit and provide leadership, training, support, materials and direction to members of the PHH staff and volunteer speakers
  - Maximise and segment the donor database for specific and targeted communication and trend monitoring
  - Develop mailing lists of potential sponsors and target markets
  - Nurture community and political relationships and ensure awareness of PHH
  - Incorporate calls to action to ensure measurable results

**Key Responsibility 2      Education and Information**

- KPI:**  
*Speakers representing PHH have material that is up to date and relevant  
Auxiliary Resource replenishment schedule  
Communication maximises engagement with others  
Number of speaking engagements*
- Provide support to PHH staff in preparing presentation material as required
  - Develop and implement workshops and information opportunities for the community
  - Attends speaking functions as required
  - Provide support and resource information to external partners to promote PHH (Funeral Directors, GPs, solicitors/lawyers, financial planners and other health providers)
  - Ensures all PHH staff and volunteers are informed and appropriately resourced to act as PHH advocates and ambassadors
  - Seek opportunities to promote PHH directly to community through speaking engagements at service clubs, auxiliary functions and other community group activities and events

**Key Responsibility 3 Support to Auxiliaries and Committees**

- KPI:**  
*Attendance at Auxiliary committee meeting per year*  
*Current register of Auxiliary Office Bearers*
- Develop policies and procedures in line with FIA guidelines to support Auxiliaries, donors and sponsors
  - Attend Auxiliary functions and other meetings as required
  - Organise and attend network and committee meetings
  - Attend the Fundraising Committee meetings and provide administrative support
  - Build ongoing relationships with the Auxiliaries and their members and maintain a visible profile with them
  - Provide information and education on PHH
  - In collaboration with Marketing and Publicity Officer, develop and implement fundraising publicity guidelines for auxiliaries to adopt
  - Identify and meet auxiliary support needs
  - Create opportunities to acknowledge individuals and groups

**Key Responsibility 4 Fundraising and Sponsorship**

- KPI:**  
*Register of appropriate potential sponsor organisations*  
*Communication maximises engagement with others*  
*Register of appropriate potential Grants*
- Develop and implement a fundraising plan and relationship promotional activities that align with PHH strategic direction
  - Assist PHH to achieve its financial goals through successful fundraising strategies
  - Acquisition of new sponsors and donors, development and maintain relationships
  - Develop and support opportunities for fundraising activities on behalf of PHH by external organisations
  - Prepare documentation for donor appeals, pledge campaigns and other communications in collaboration with the Marketing and Publicity Officer
  - Establish and nurture relationships with donors, responding personally by letter, telephone and or visit to significant donors as appropriate
  - Build and leverage community and corporate relationships, securing new sponsorship and grant opportunities
  - Ensure acquittal of grants in a timely manner

**Key Responsibility 5 Events**

- KPI:**  
*Board report on activities*
- Manage special events to achieve awareness, a sense of acknowledgement, partnership building and successful fundraising
  - Use networks, social media and media relationships to publicise events
  - Recognise direct fundraising opportunities via the donor database
  - Disseminate PHH information through exhibition stands
  - Identify opportunities generated by external groups (such as Seniors Week)
  - Build partnership relationships with other community groups (Lions, Probus etc.)

**Key Responsibility 6 Provide relief and support to other Administrative Officers**

- KPI:**
- Provide support to other Administrative officers

*Behaves in a way that engenders attention and respect*

All staff are expected to:

- Demonstrate an understanding of Peninsula Home Hospice Policies and Procedures, including those relating to quality management
- Participate in PHH Quality Improvement Activities including ACHS EQUIP
- Maintain a professional appearance as required by Peninsula Home Hospice Policy
- Ensure familiarity and compliance with Occupational Health and Safety requirements and regulations
- Undertake other projects and duties as directed by your Line Manager or the Chief Executive Officer

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Employee Signature

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Date

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Chief Executive Officer Signature

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Date