



POSITION DESCRIPTION

The University of Melbourne Advancement

Regular Giving Analyst

POSITION NO	0042707
CLASSIFICATION/ SALARY	UOM 7 - \$91,913 - \$99,495 per annum
SUPERANNUATION	Employer contribution of 17%
EMPLOYMENT TYPE	Full-time (1.0 FTE)
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
CURRENT OCCUPANT	Vacant
HOW TO APPLY	Online applications are preferred. Go to http://jobs.unimelb.edu.au/caw/en/listing/ and use the Job Search screen to find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Natalie Gibbs, Head of Regular Giving and Direct Marketing Tel +61 3 8344 2676 Email natalie.gibbs@unimelb.edu.au <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:

<http://about.unimelb.edu.au/careers>

Position Summary

Reporting to the Head of Regular Giving and Direct Marketing, the Regular Giving Analyst is responsible for supporting the delivery of all Regular Giving programs to increase philanthropic giving to the University. Working with Advancement Operations, you will generate descriptive, diagnostic, predictive and innovative insights and reports and you will utilise data amalgamation and enrichment techniques to perform deep dive analytics that will enable all Regular Giving programs to become increasingly data-driven. You will be responsible for the analysis of data whilst also providing strategic advice on Regular Giving segmentation and marketing techniques, providing insights as to who to ask for how much via what methods of solicitation.

The Regular Giving Analyst will assist in gaining support from individual donors through mass giving channels; primarily from alumni, staff, students and members of the wider University community to drive donors to the University. Success is measured in Participation (donor numbers), engagement and income with a specific concentration on acquisition and retention rates.

The Regular Giving programs' focus is on donations varying in size from a few dollars up to several thousand dollars. The Regular Giving program currently solicits donations through a telethon program, direct mail (DM), electronic direct mail (eDM) and associated social media, staff giving, crowdfunding and an on-campus student program. These programs are undertaken on behalf of and in conjunction with Faculties and divisions across the University.

Reporting line: Head of Regular Giving and Direct Marketing*

No. of direct reports: 0

No. of indirect reports: 0

1. Key Responsibilities

1.1 DATA ANALYSIS

- Generate insights and reports into Regular Giving initiatives, including developing analytical reports to show trends, patterns, correlations and outliers to be utilised to increase philanthropic support to the University
- Assist with the development of predictive analytic models in order to predict stakeholder behaviour
- Ensure that Regular Giving segmentation enables initiatives to support and complement each other rather than compete or work at cross-purposes
- Find innovative ways to integrate initiatives with other departments to ensure that donor fatigue is reduced

- Advise on stakeholder audiences and segmentation methods for solicitation approach, giving channel and 'ask' amounts
- Other duties as assigned by the Head of Regular Giving and Direct Marketing
- Required to take a continuous improvement approach to his/her tasks, working with relevant staff in Advancement Operations to develop and implement on-going process improvements.

2. Selection Criteria

2.1 ESSENTIAL

- Appropriate tertiary qualification (e.g. Statistical analysis / Data science) and/or relevant experience working as a data analyst in a fundraising or development team for a University, not-for-profit or similar organisation
- Deep understanding and knowledge in customer relationship management (CRM) systems, processes and customer relationship data
- Demonstrated experience and knowledge in high-level analytical skills and business analysis
- Practical understanding of business statistics
- Experience with data-centric scripting languages (i.e. R, Python)
- Ability to advise on appropriate segmentation models in relation to audience and communication channel
- High level of skills in analysing and reporting on multi-dimensional data structures (i.e. data cubes)
- Professional working knowledge and experience in business intelligence (BI) reporting (i.e. Microsoft BI, COGNOS, Oracle BI etc.), and data visualisations using Power BI
- Practitioner level understanding of developing and analysing relational and multi-dimensional entity relationship diagrams
- Excellent organisational skills, including the ability to plan and prioritise work to meet competing deadlines
- Demonstrated capacity to work independently and as a team member

2.2 DESIRABLE

- Experience in the use of Salesforce
- Demonstrated experience in the use of SQL to extract data from CRM systems

3. Special Requirements

- Willingness to undertake shifts of work outside standard office hours when required
- The incumbent will be required to take a continuous improvement approach to their tasks and to propose, develop and implement on-going process improvements.

4. Job Complexity, Skills, Knowledge

4.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Regular Giving Analyst reports to the Head of Regular Giving and Direct Marketing (and under the guidance of the *Manager BI and Reporting*), who provides overall supervision, direction and guidance. The Regular Giving Analyst is expected to work with a high level of independence and self-direction and must establish effective working relationships with members of the Advancement Operations and Alumni and Stakeholder Relations teams, as well as with faculty colleagues, external suppliers and committee members.

4.2 PROBLEM SOLVING AND JUDGEMENT

The Regular Giving Analyst is expected to prioritise and schedule his/her workload, sometimes with competing deadlines, to achieve the best outcome. The incumbent will also be expected to exercise judgment and respond appropriately to situations arising through interactions with current and prospective donors.

The Regular Giving Analyst is expected to serve as a responsible, ethical representative of the University of Melbourne in all official interactions on campus and in the broader community.

4.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Regular Giving Analyst must have a broad understanding of the University financial, human resources, IT policies and procedures. They must also have a detailed understanding of University fundraising policies and procedures to achieve goals and deadlines appropriately and efficiently, and to manage relationships effectively with students, vendors, donors, university colleagues and alumni. The incumbent will be required to gain a broad understanding of relevant taxation and legislative compliance requirements.

4.4 BREADTH OF THE POSITION

Under the guidance of the Head of Regular Giving and Direct Marketing, the Regular Giving Analyst will be responsible for assisting with the planning and delivery of a number of components (as above) of the program.

5. Equal Opportunity, Diversity and Inclusion

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to service for excellence and reach the targets of Growing Esteem.

6. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/topics/responsibilities/>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

7. Other Information

7.1 ORGANISATION UNIT

The University of Melbourne Advancement

www.unimelb.edu.au/advancement

UoMA's Vision – Partnering for Impact

Advancement is a **catalyst** that leads to positive impact on the University, the city, the state, Australia and the world.

Mission

We do this in deep and genuine partnership with our generous alumni, supporters and academic colleagues.

To do this we will work in partnership with:

- **Academic and professional colleagues** to identify, curate, hone and present wonderful philanthropic and engagement opportunities that support our outstanding researchers, teachers and students and the spaces in which they live and work
- **Donors** to match and connect these opportunities to their passions
- **Alumni, friends and current students** to develop mutual and lifelong benefit by sharing skills, expertise and networks

Guiding Principles

- We are '**One Advancement**' working together towards collective goals
- We are driven both by **university strategies** and the opportunities presented by **our supporters' passions**
- We strive for outcomes through **strong partnerships that deliver impact** – both with university colleagues and with our community stakeholders
- We create opportunities for the university to come together with supporters to **make a difference in the world** and benefit the communities with whom we engage
- We build **enduring, purposeful relationships** that are stakeholder-centric and mutually-beneficial
- Our decision making and resource allocation are based on **expert knowledge, research insights and data**
- We recognise the impact of both **financial and non-financial contributions**
- We **operate sustainably** at both the organisational and personal levels

Foundation Values

Our work will be guided at all times by our Values:

- **Integrity** – we are honest, trustworthy, understanding and sincere
- **Collaboration** – we are supportive of each other and work as a team toward improved collective outcomes
- **Innovation** – we prize creativity and act with courage to progress our objectives
- **Professionalism** – we are committed, focused, accountable, respectful and proud of the work we do

Behaviours

We look to encourage the following behaviours across Advancement:

- **Prioritise** based on our strategic direction and purpose

- **Don't go it alone** – explore and exchange expertise, knowledge and institutional memory with colleagues across Advancement
- Be willing to **innovate and test new approaches**
- Support each other to **think, speak and act courageously** in pursuit of the best outcomes
- Be **responsive and decisive** taking both personal and collective **accountability**

7.2 BUDGET DIVISION

The Advancement Office aims to facilitate the establishment and maintenance of mutually beneficial relationships between the University and its alumni, friends and benefactors. It is responsible for the management of programs relating to alumni and benefactors, and provides services to and works collaboratively with faculties and other central administration areas.

University of Melbourne Advancement (UoMA) is responsible for the coordination and delivery of Believe: the Campaign for the University of Melbourne, www.campaign.unimelb.edu.au.

The completion of the first phase goal of raising \$500M for the Believe Campaign was publicly announced in March 2016, along with the intention to proceed with a second phase of the Campaign with revised goals of raising \$1B and actively engaging with 100,000 alumni by the end of 2021. The Believe Campaign is the largest initiative of its kind in the Asia-Pacific region.

7.3 THE UNIVERSITY OF MELBOURNE

The University of Melbourne is a leading international university with a tradition of excellence in teaching and research. With outstanding performance in international rankings, Melbourne is at the forefront of higher education in the Asia-Pacific region and the world. The University of Melbourne is consistently ranked by the THES among the world's top 50 universities.

Established in 1853, shortly after the founding of Melbourne, the University is located just a few minutes from the centre of this global city. The main Parkville campus is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide range of knowledge-based industries.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded. Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

UoMA is keen to encourage a diverse workforce. UoMA is also supportive of flexible working arrangements for staff. Applicants interested in flexible working arrangements (on a temporary or permanent basis) are encouraged to raise this at any time during the selection process.

7.4 GROWING ESTEEM AND THE MELBOURNE MODEL

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

7.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at www.unimelb.edu.au.

8. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/topics/responsibilities/>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.