SENIOR MANAGER, CAMPAIGN AND DEVELOPMENT PROJECTS

DEPARTMENT/UNIT: External Relations, Development and Alumni (ERDA)

FACULTY/DIVISION: Office of the President and Vice-Chancellor

CLASSIFICATION: HEW Level 9

WORK LOCATION: 211 Wellington road, Mulgrave

ORGANISATIONAL CONTEXT

Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit www.monash.edu.

The External Relations, Development and Alumni portfolio (ERDA) works collaboratively across the University to initiate, grow and steward strong person to person relationships with key stakeholders that support Monash University’s research and education endeavours. This work delivers outcomes that significantly enhance the University’s profile and resources.

To fulfil our mission, ERDA oversees a range of activities including fundraising, alumni relations, communications, donor programs, government relations and community engagement activities for the University, nationally and internationally. Within ERDA, the Development team’s main goal is to mobilise unprecedented levels of philanthropic support, together with alumni and volunteer talent in support of Monash’s leading capabilities. To learn more about us and the work we do, please visit our website.

POSITION PURPOSE

The Senior Manager is responsible for supporting a strong philanthropic culture at the University and for increasing substantial and ongoing philanthropic giving to Monash through the delivery of a complex portfolio of interdependent projects. Working closely with the Chief Philanthropy Officer, the Senior Manager will take a leadership role in delivering on initiatives and activities across the ERDA division both internally and with external stakeholders – with a defined focus on successfully delivering gifts of $5m and above.

As a senior leader responsible for the successful delivery of the institution’s largest-ever comprehensive fundraising campaign, the role is critical to ensuring continued ability to secure principal philanthropic gifts. With broad advisory and oversight responsibilities across the Development team, the Senior Manager advises on resourcing of priority activities, develops a strong culture of accountability, supports the management of a large and complex budget, and provides expert guidance on fundraising and engagement protocols, both to advance the institution and to mitigate risk.

The position provides strategic management of principal donor fundraising at Monash (gifts over $1m which make up 75% of all philanthropic income). The role is responsible for oversight of high quality prospect donor
management to inspire new and repeat $1m+ gifts, including delivering on high-impact cultivation and solicitation activity. This includes line management of, and working closely with, the Development Writer to create compelling and effective written materials in support of key solicitations.

The Senior Manager will work closely with the Campaign Council including the Chancellor as its Chair, as well as provide strategic advice to the Vice-Chancellor and other members of University Senior Management at the direction of the Chief Philanthropy Officer. The Senior Manager works with all members of the ERDA Leadership Team in the coordination and execution of divisional strategies to engage and seek philanthropic income support.

The Senior Manager will deliver other projects identified by the Chief Philanthropy Officer in support of the ongoing evolution, leverage and direction of the Change it. For good. Campaign.

**Reporting Line:** The position reports to the Chief Philanthropy Officer under broad direction

**Supervisory Responsibilities:** The position supervises the Development Writer and Development Coordinator (International)

**Financial Delegation:** Financial delegation is in accordance with the delegations register

**Budget Responsibilities:** Budget responsibility is as required to deliver projects within a set budget. This position will manage a budget of approximately $500,000

### KEY RESPONSIBILITIES

1. **Provide strategic management and oversight for Principal Donor Management within ERDA. Lead the development and management of major and principal gift portfolios and the preparation and submission of tailored principal funding proposals (ie. $1m+ with a particular focus of $5m+) of institutional significance**

2. **Manage the delivery of strategic projects to develop and leverage the Change it. For good. Campaign to mobilise unprecedented levels of philanthropic support for Monash through major gift fundraising. Monitor progress, identify potential and emerging issues, and proactively act to alleviate these to ensure their delivery on time and within budget**

3. **Provide executive support, and take responsibility for the success of, the Monash University Change it. For good. Campaign Council, working closely with Chair and members in fulfilling their roles as advocates for philanthropy through Monash**

4. **Act as a key source of authority on strategic Development related matters and act as a conduit between internal divisional stakeholders, faculties, key central divisions, and campuses along with external consultants to coordinate strategy implementation for the Development Team**

5. **In collaboration with Strategic Marketing and Communications (SMC), create both general and campaign briefs for Development communications materials and provide guidance, feedback and sign-off on materials and communications plans as these are developed, visual consistency, quality, effectiveness, and compliance with University brand and visual standards**

6. **Review correspondence and briefing materials for planned activities with the President and Vice-Chancellor, and Chancellor, providing advice, input and requirements from a development perspective to maximise outcomes for ERDA**

7. **Contribute to the planning, management and effective implementation of continuous improvement activities relating to the Development team's recruitment, professional development and fundraising practices and procedures**

8. **Active updating of records in the ERDA database to maximise accuracy of data and enable professional and coordinated relationship management**

### KEY SELECTION CRITERIA

**Education/Qualifications**

1. The appointee will have:
• post graduate qualifications in a relevant discipline and extensive relevant experience, or
• extensive management experience and proven management expertise (ideally in a fundraising or Advancement setting), or
• an equivalent combination of relevant experience and/or education/training

Knowledge and Skills
2. Extensive strategic planning and business analysis skills with a proven track record in the implementation of strategic plans that result in the achievement of organisational objectives
3. Exceptional written communication skills including the ability to deploy tact and diplomacy in order to promote good relations between ERDA, the University, key stakeholders and donors with evidence of being able to lead and motivate others and persuading them to commit to a cause
4. Proficiency in conceptualising and implementing major gift fundraising strategies through project development and management, ideally in an academic or other specialist environment
5. High level of creativity and innovation to produce solutions to problems, gather intelligence to develop new and unique ways to create new opportunities and deliver business benefits
6. Outstanding ability to develop, and sustain resilient and dynamic working relationships with donors, colleagues, and senior management; and to effectively manage director reports
7. Superior organisational skills with demonstrated ability to effectively manage multiple projects, creatively ensuring high performance standards and adherence to deadlines
8. Demonstrated experience and expertise in development and monitoring budgets
9. Highly successful track record in leadership, with the proven ability to motivate teams through strong interpersonal and communication skills
10. Experience working in a university environment or similar complex organisation

OTHER JOB RELATED INFORMATION
• Travel to other campuses of the University may be required
• There may be a requirement to work additional hours from time to time
• There may be peak periods of work during which taking of leave may be restricted

GOVERNANCE
Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.