Position Description

Coordinator Advancement Communication

Position No:	NEW
Business Unit:	Vice-Chancellor and Chief of Staff
Division:	Vice-Chancellor
Department:	Office of Alumni and Advancement Office
Classification Level:	HE0 6
Employment Type:	Full-time, Continuing
Campus Location:	Melbourne (Bundoora)
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

La Trobe University - http://www.latrobe.edu.au/about

Position Context/Purpose

La Trobe University's Advancement Office plays a pivotal role in fostering meaningful relationships with alumni, donors and partners to support the University's mission of transforming lives through education and research. With a global alumni network of over 250,000 graduates across 168 countries, Advancement leads strategic engagement initiatives that connect alumni to the University and each other, creating opportunities for lifelong learning, career development and community impact.

The Advancement team drives philanthropic efforts that enable life-changing scholarships, cutting-edge research and innovative programs that benefit students and society. Through events, volunteering and giving programs, Advancement cultivates a culture of generosity and pride, empowering alumni and supporters to contribute to La Trobe's vision of being a university known for its social impact, inclusivity and excellence.

Working collaboratively across the university, Advancement professionals are instrumental in building enduring partnerships and delivering initiatives that align with La Trobe's strategic priorities and values.

Reporting to the Manager, Advancement Communication, this role creates and manages alumni-focused content that strengthens engagement across the University's global alumni community.

With a focus on storytelling, the role highlights alumni achievements and impact through key channels including email, the alumni website, and social media. Responsibilities include content development, publishing, scheduling, and channel management to ensure consistent, high-quality communication aligned with Advancement priorities.

Duties at this level will include:

- Advises on the analysis and interpretation of data, identify trends and test solutions, sources additional related information where appropriate, and reports on progress, to support the resolution of issues/problems.
- Applies appropriate expertise and uses judgement to make decisions where solutions are not obvious, to deliver professional services to meet customer requirements.
- Generates original ideas and innovative solutions through the provision of specialist know how and advice as appropriate.
- Ensures professional and quality service standards are maintained and applied within own area of activity.
- May be considered as the "specialist" in a specific area gained through a detailed understanding of the theory, practice and/or principles underpinning their particular field of work.
- Generates high-quality, engaging digital content, including both written articles and video materials, tailored to resonate with alumni audiences.
- Monitors, maintains, analyses, and reports on the performance of content and communication channels to inform continuous improvement and strategic decision-making.
- Uploading content to the La Trobe website (using CMS)
- Day-to-day management of alumni specific social media channels (currently LinkedIn), including content creation and scheduling, and community management.
- Producing targeted and engaging e-newsletters, and sending via Email Marketing Platform, on a daily/weekly basis

Essential Criteria

Skills and knowledge required for the position

- Degree with subsequent relevant experience to consolidate the theories and principles learned, or extensive experience, leading to either the development of specialist expertise or to the development of broad knowledge in an administrative field, or an equivalent alternate combination of relevant knowledge, training and/or experience.

- Demonstrated depth or breadth of expertise developed through extensive relevant experience and application.
- Ability to innovate and take responsibility for outcomes.
- Demonstrated capacity to organise work effectively and efficiently and deliver outputs in a timely manner.
- Demonstrated ability to work independently, follow established procedures with limited supervision and contribute positively to an effective team.
- Excellent communication and interpersonal skills, with a demonstrated customer service focus and solution orientated approach.
- Excellent copy writing skills, with the ability to adapt communication to a variety of channels and stakeholders.
- Demonstrated knowledge and experience of social media for business and online community management (particularly LinkedIn).
- Demonstrated competence using the Microsoft Office software suite (specifically MS Word, MS Outlook and MS Excel).

Capabilities required to be successful in the position

- Ability to demonstrate self-awareness, see things from another person's perspective and actively seek out and act on feedback to improve knowledge, skills and behaviour.
- Ability to work collaboratively, recognise the value of diversity and model accountability, connectedness, innovation and care.
- Ability to think creatively, explore new ideas and respectfully challenge existing practices in order to improve current ways of working.

Essential Compliance Requirements

To hold this La Trobe University, position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working with Children Check; AND
- take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.
- Relevant tertiary qualifications in Communications, Journalism, Marketing, Public Relations, or a related field are preferred.
- Demonstrated experience or certification in digital marketing tools and platforms (e.g., Canva, Campaign Monitor, Blackbaud CRM, video editing software) is highly advantageous

Other Information

The position description is indicative of the initial expectation of the role and subject to changes to university goals and priorities, activities or focus of the job.

Position Flexibility

We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

Why La Trobe:

- Develop your career at an innovative, global university where you'll collaborate with community and industry to create impact.
- Enjoy working on our inspiring and stunning campuses – the perfect hub for industry, students and academics
- Help transform the lives of students, partners and communities now and in the future

This is more than just a job. Working at La Trobe offers opportunities to demonstrate excellence and transform lives.

Here, you'll join exceptional people, partners and communities, who power our operations with ambition and purpose.

Our success can be attributed to its strong sense of community. We have a long-standing commitment to diversity, inclusion and social justice; we are committed to providing a workplace where all staff feel valued, respected and supported to achieve their full potential. We strive to build a workplace where all employees of diverse backgrounds, abilities, experiences, sexuality, gender, religion and age are welcome, valued, respected and one that is representative of our community. We demonstrate our cultural qualities by holding ourselves accountable and creating a culture of trust and innovation while genuinely caring for one another.

La Trobe's Cultural Qualities:

*We are **connected** to each other and the communities around us. We engage with those communities to learn from our past, inform our present and impact our future.*

*We are **innovative** in tackling the most important issues of our time. We are inquisitive and seek to develop new ideas that positively impact the way we work and the world around us.*

*We are **accountable** for what we do and share a commitment to excellence. We are courageous and respectful in the way we hold ourselves and each other to account.*

*We **care** about what we do and value the power of education and research. We care about each other and strive to create a safe and inclusive community.*

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Initials: Date: