Position Description

Title: Individual Giving Specialist

HEW Level: 6

Faculty/Office: Deputy Vice-Chancellor – Engagement

Position Number:

Department/Team: Office of Advancement

Date: January 2019

Position Purpose: To provide expertise in developing and implementing community fundraising initiatives across all University and Hospital audiences and to provide support to the Individual Giving Team in successfully executing the Individual Giving strategy.

ORGANISATIONAL CONTEXT

The DVC-E portfolio is responsible for achieving the strategic goals for the University with regard to external relationships and engagement. The portfolio includes:

- The Office of Advancement, who lead and support the University’s fundraising and alumni relations endeavours.
- Group Marketing, who manage and promote the University’s brand, reputation and achievements.
- Corporate Engagement, who identify, develop and grow relationships with local, national and international corporate partners to support University goals.
- Future Students, who are responsible for promoting the University to potential students from Australia.

ORGANISATIONAL CHART

DVC Engagement

Director, Development

Director, Campaign and Principal Gifts

Director, Individual Giving & Alumni Relations

Director, Operations

Head of Individual Giving

Head of Alumni Relations

Individual Giving Specialist

Alumni Relations Officer

Alumni Relations Coordinator
### KEY ACCOUNTABILITIES

- Support the Director of Individual Giving in developing a comprehensive individual giving strategy and contribute to achieving and exceeding targets to increase donations and donor numbers.
- Coordinate with Group Marketing and hospital staff to keep giving and engagement web pages up to date and relevant.
- Work with University units and departments to introduce tools and resources that allow for bespoke fundraising pages.
- Work closely with the Community Fundraising Manager and/or other staff to create, manage and execute high profile community fundraising campaigns, engagement and stewardship events.
- Assist with the development and delivery of key community fundraising events and campaigns.
- Provide advice in best practice in online and digital fundraising.
- Manage and create relevant social media engagement and online campaigns for community fundraising initiatives.
- Assist the Individual Giving team in developing annual plans for alumni fundraising, including exploring potential for expanding the regular giving programs to include staff, students, parents and former staff.
- Assist the Community Fundraising Manager, Individual Giving team, and the wider Office of Advancement in providing monthly reports, database management and other support as needed.
- Build and manage relationships with key internal stakeholders across the University.
- Comply with relevant EEO and WHS regulations.
- Perform any other duties as required and appropriate for this classification.

### POSITION CONTEXT

<table>
<thead>
<tr>
<th>Reports to:</th>
<th>Director of Individual Giving</th>
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<tbody>
<tr>
<td>Positions Reporting to:</td>
<td>Direct: Nil</td>
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<td>Indirect: Nil</td>
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<tr>
<td>Key Direct Clients:</td>
<td>Heads of Office, Heads of Dept, Senior Managers</td>
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<td></td>
<td>Particular staff members in other offices or departments</td>
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<td></td>
<td>Immediate team members</td>
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<td></td>
<td>MQ staff in general</td>
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<td>MQ students</td>
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<tr>
<td>Other Key Relationships:</td>
<td>Other staff members in own office or department</td>
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<td></td>
<td>Other external contacts</td>
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<tr>
<td>Budget Accountability:</td>
<td>Nil</td>
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<td>Role-specific Conditions:</td>
<td>Criminal history check</td>
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<td></td>
<td>Work hours may vary to accommodate peak and appeals periods, and attendance at work-related functions/events.</td>
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<td>Scope and autonomy:</td>
<td>Within defined parameters, adapts and develops processes, procedures, systems and/or techniques that impact how work is performed.</td>
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<td>Problem solving:</td>
<td>Draws on own knowledge and experience to analyse problems and develops and implements solutions.</td>
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<td>COMPETENCIES Clusters of behaviours required for successful performance.</td>
<td>ATTRIBUTES Personal qualities related to successful performance.</td>
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<td><strong>Planning and Execution:</strong> Managing time and resources to complete tasks and achieve objectives.</td>
<td><strong>Resilience:</strong> Dealing effectively with and recovering quickly from setbacks or pressure.</td>
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<td><strong>Quality Focus:</strong> Ensuring accuracy and quality when completing tasks.</td>
<td><strong>Accountability:</strong> Assuming responsibility for making decisions and delivering agreed outcomes.</td>
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<td><strong>Analysis and Judgement:</strong> Evaluating information and data to solve problems and make decisions.</td>
<td><strong>Flexibility:</strong> Responding effectively to unexpected or changing circumstances.</td>
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<td><strong>Organisational Agility:</strong> Navigating the University’s systems and structures to achieve objectives.</td>
<td><strong>Perseverance:</strong> Persevering despite obstacles to ensure tasks are completed.</td>
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<td><strong>Communication:</strong> Effectively grasping and conveying ideas and concepts to others.</td>
<td><strong>Initiative:</strong> Taking action, on own accord, to address problems and prevent them from reoccurring.</td>
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<td><strong>Service Focus:</strong> Making students, staff, key contacts and their needs a priority.</td>
<td><strong>Integrity:</strong> Exercising discretion and demonstrating professionalism.</td>
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<td><strong>Relationship Management:</strong> Establishing effective working relationships with others.</td>
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### REQUIRED KNOWLEDGE
Qualifications, technical and/or professional skills and information needed from day one for successful performance.

- Strong understanding of the non-profit and philanthropic sector
- Working knowledge of social media and digital fundraising
- Knowledge of Project Management principles and best practice in online and electronic fundraising
- Good numeracy skills to analyse and interpret appeals and inform decision making
- Excellent communication skills to develop compelling appeals
- Knowledge of legislative requirements relevant to Individual Giving

### ACQUIRED KNOWLEDGE
Organisational and/or professional skills and information to be developed within the first 3 to 6 months in the role for successful performance.

- Knowledge of iModules, Advance CRM and other software used by the University
- Knowledge of the office’s functions, structure, policies, systems, processes and procedures.
- Knowledge of what other areas of the University do and how they interact with the Office of Advancement

### KEY EXPERIENCES
Practical experiences and exposure to specific environments or activities related to successful performance.

- Extensive experience working on events and fundraising
- Developing and implementing appeals for a diverse range of audiences
- Building and managing relationships with a diverse range of stakeholders
- Building working relationships and collaborating effectively with others
- A track record in successful fundraising, including responsibility for delivering online and digital fundraising