# Position Description

<table>
<thead>
<tr>
<th>Title:</th>
<th>Senior Manager, Major Gifts</th>
<th>HEW Level:</th>
<th>9</th>
</tr>
</thead>
<tbody>
<tr>
<td>Faculty/Office:</td>
<td>DVC Engagement</td>
<td>Position Number:</td>
<td></td>
</tr>
<tr>
<td>Department/Team:</td>
<td>Office of Advancement</td>
<td>Date:</td>
<td>January 2019</td>
</tr>
</tbody>
</table>

**Position Purpose:** To develop and execute comprehensive fundraising and marketing strategies to substantially grow the University’s philanthropic income through major gifts.

**ORGANISATIONAL CONTEXT**

The Office of the Deputy Vice-Chancellor (DVC), Engagement is accountable for achieving the strategic goals for the University about corporate engagement, advancement and the Macquarie University brand.

The portfolio includes:

- **Group Marketing** who manage and promote the University’s brand, reputation and achievements. It supports the University in delivering programs that differentiate the University’s brand and drive growth in our domestic and international market across all student cohorts.
- **The Office of Advancement** who lead and support the University’s fundraising and alumni relations endeavours.
- **Corporate Engagement** who identify, develop and grow relationships with local, national and international corporate partners to support University goals. This includes leading the Macquarie Park Innovation District and the University incubation and entrepreneurship program.
- **Future Students** who develop and implement strategies and initiatives aimed at attracting and converting domestic undergraduate and postgraduate coursework students.

**ORGANISATION CHART**

```
DVC (Engagement) ->
  Director Individual Giving and Alumni Relations
  Director of Campaign & Principal Gifts
  Administration Officer, Campaign
  Campaign Project Officer
  Trusts and Foundation Specialist x 2
  Planned Giving Manager
  Senior Manager, Major Gifts
  Major Gifts Manager
  Development Officer
```

---

DVC Engagement/Advancement/Senior Manager, Major Gifts/ V.1.0  
Page 1 of 4
### KEY ACCOUNTABILITIES

- In collaboration with the Director of Development, develop and implement comprehensive fundraising, major gifts and marketing strategies, programs and plans to increase philanthropic income for the University.
- Identify, cultivate and manage a pipeline of major gift donors and prospects and execute solicitation strategies in accordance with business plans and other evaluation metrics.
- Manage and coach the Major Gifts team, with a strong focus on building capability.
- Develop and maintain relationships with key internal stakeholders within the University, including senior and executive stakeholders.
- Oversee and manage targeted communications to internal and external stakeholders, through a range of media and communication channels, to drive opportunities for donors and major gifts.
- Monitor income and expenditure on fundraising projects and activities to evaluate return on investments and adjust as necessary.
- Analyse market trends and research to identify donor patterns and preferences, and increase opportunities for donor engagement.
- Support the development and implementation of stewardship programs and initiatives for Macquarie University donors.
- Utilise prospect research and analysis to execute pipeline development to support University fundraising programs.
- 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 Development</th>
</tr>
</thead>
</table>
| Positions Reporting to: | Direct: 2
Indirect: NA |
| Key Direct Clients: | • DVC- Corporate Engagement & Advancement
• Director of Principal Gifts
• Executive Group
• Heads of Office
• Current and Prospective Donors
• Other Advancement Directors
• Office of the Vice-Chancellor |
| Other Key Relationships: | • Executive Manager, DVC- Corporate Engagement & Advancement
• Group Marketing |
| Budget Accountability: | TBC |
| Role-specific Conditions: | • Criminal history check
• International travel required
• Domestic travel required.
• Out of hours work will be required |
| Scope and autonomy | Develops and/or modifies organisation wide policies or manages specialised projects which require a high level of interpretation and subject matter expertise. |
| Problem solving | Regularly develops and/or modifies organisation wide policies to identify, develop and implement new initiatives, processes and programs which impact at a University wide level or within an area of specialisation. |
### CAPABILITY FRAMEWORK

Capability Frameworks describe the behaviours, skills, attributes and experience required to successfully perform a position or group of similar positions.

<table>
<thead>
<tr>
<th>COMPETENCIES</th>
<th>ATTRIBUTES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Influence and Persuasion:</strong> Building commitment by convincing others and winning them over to a particular point of view.</td>
<td><strong>Perseverance:</strong> Persevering despite obstacles to ensure tasks are completed.</td>
</tr>
<tr>
<td><strong>Implementing Systems:</strong> Adopting a systematic and organised approach, and developing and utilising guidelines and procedures.</td>
<td><strong>Flexibility:</strong> Responding effectively to unexpected or changing circumstances.</td>
</tr>
<tr>
<td><strong>Setting Expectations:</strong> Stating clearly what is expected from others, clearly expressing ideas, and maintaining a precise and constant flow of information.</td>
<td><strong>Resilience:</strong> Dealing effectively with and recovering quickly from setbacks or pressure.</td>
</tr>
<tr>
<td><strong>Delegating:</strong> Enlisting the talents of others to help meet objectives by giving them important activities and sufficient autonomy to exercise their own judgement.</td>
<td><strong>Assertiveness:</strong> Being willing to openly express ideas and opinions and justify these when questioned.</td>
</tr>
<tr>
<td><strong>Giving Feedback:</strong> Letting others know in a straightforward manner what is expected of them, how they have performed and if they have met needs and expectations.</td>
<td><strong>Interpersonal Impact:</strong> Making a positive impression on others in a range of interpersonal contexts.</td>
</tr>
<tr>
<td><strong>Delivering Outcomes:</strong> Holding high expectations for and pushing self and others to achieve at high levels.</td>
<td><strong>Accountability:</strong> Assuming responsibility for making decisions and delivering agreed outcomes.</td>
</tr>
<tr>
<td><strong>Managing Organisational Complexity:</strong> Understanding and navigating the complexities of the higher education context, culture, structures and systems and the commercial imperatives and regulatory systems impacting on these.</td>
<td><strong>Interpersonal Savvy:</strong> Recognising and responding appropriately to changing interpersonal situations and contexts.</td>
</tr>
<tr>
<td><strong>Developing Capability:</strong> Coaching, mentoring and supporting others to develop their competence and confidence for performance and growth.</td>
<td><strong>Integrity:</strong> Maintaining confidentiality, discretion and professionalism.</td>
</tr>
<tr>
<td></td>
<td><strong>Energy:</strong> Thrives on activity and enjoys being busy.</td>
</tr>
</tbody>
</table>
### REQUIRED KNOWLEDGE
Qualifications, technical and/or professional skills and information needed from day one for successful performance.

- Degree and/or equivalent experience in fundraising and marketing or a related discipline.
- Knowledge of philanthropic and fundraising best practice and strategies.
- Knowledge of marketing principles.
- Knowledge of the higher education sector.
- Awareness of and sensitivity to a diverse range of stakeholders, including international and high profile individuals.

### 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 the Deputy Vice-Chancellor - Engagement functions and structure.
- Knowledge of the Deputy Vice-Chancellor - Engagement policies, systems, processes and procedures.
- Understanding the external market/context relevant to fundraising
- Understanding the local and global market/context within which the University operates.
- Knowledge of how the University works and how relevant functions across the University interrelate.

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

- Developing, implementing and growing Principal and Major Gifts programs in a higher education setting.
- Developing communication strategies, using multiple media channels.
- Working in a high-performing fundraising environment.
- Collaborative networking and negotiation.
- Cultivation and solicitation, particularly of Principal and Major Gifts prospects, including in an international setting.
- Stewardship of Principal and Major Gift donors.
- Initiating, developing and managing relationships with a range of stakeholders both internally and externally, domestically and internationally.
- Writing for and presenting to a range of audiences.