Position Description

College/Division: ANU Advancement
Faculty/School/Centre: Donor Relations, Marketing Communications and Events
Department/Unit: Donor Relations, Marketing Communications and Events
Position Title: Advancement Marketing and Communications Manager
Classification: ANU Officer 8 (Administration)
Position No: 
Responsible to: Head, Donor Relations, Marketing Communications and Events
Number of positions that report to this role: 3
Delegation(s) Assigned: D6

PURPOSE STATEMENT:
ANU Advancement leads the development, management and coordination of advancement activities, in support of the University’s objectives of deepening relationships with alumni and securing long-term philanthropic income. ANU Advancement aligns their work with the University’s strategic priorities as a national institution committed to excellence in research, education and contribution to public policy development. Members of the office integrate the values of – leadership, respect and inclusiveness, ethical behaviour, integrity and accountability, celebration – into purposeful management of relationships with alumni, donors and prospective donors, within Advancement and across ANU.

KEY ACCOUNTABILITY AREAS:
Position Dimension & Relationships:
Reporting to the Head, Donor Relations, Communications and Events, the Advancement Marketing and Communications Manager ensures the delivery of a comprehensive marketing and communications services to enhance alumni and donor engagement.

Extensive internal liaison will be required with the Head, Donor Relations, Communications and Events, members of the Advancement Senior Management Team, Office of the Vice-President (Advancement), advancement staff within Colleges and communications and marketing colleagues within the University, to integrate and support engagement and fundraising activities and ensure a coordinated and consistent approach. This position will be a key point of contact for ANU Communications and Engagement, and Marketing and Student Recruitment teams and requires an excellent working relationship with these key stakeholders.

Role Statement:
Under the broad direction of the Head, Donor Relations, Marketing Communications and Events, the Advancement Marketing and Communications Manager will:
• Develop and deliver integrated, creative and best practice alumni and donor-centric communications, marketing and channel strategies to support donor and alumni engagement and fundraising.
• Operational management of the Advancement Marketing Communications team, including establishment of performance management and recruitment to ensure that team values and the mission statement is advanced.
• Provide strategic and operational advice to internal stakeholders regarding marketing communication, and support engagement, fundraising and stewardship activities, with a service-driven approach.
• Ensure regular review, analysis and reporting of communications and marketing activities, performance and maintenance to support engagement and fundraising activities and inform program improvements.
• Develop exceptional relationships within the University in order to ensure a coordinated approach to Advancement marketing and communications.
• Contribute to the strategic direction, management and development of ANU Advancement
• Comply with all ANU policies and procedures and in particular those relating to work health and safety and equal opportunity.
• Other duties consistent with the classification of the level.

See the classification descriptors for general staff.

**SELECTION CRITERIA:**

1. Postgraduate qualifications and relevant experience OR an equivalent combination of experience and training/education or extensive management experience and proven management expertise.
2. Demonstrated experience and success in implementing strategic marketing or communications programs or campaigns to a broad range of stakeholder groups, with a creative and innovative approach.
3. Excellent interpersonal, verbal and written communication and reporting skills, including proof reading and editing capabilities.
4. Demonstrated ability to build networks and develop strong internal links and relationships within an organisation.
5. Demonstrated leadership skills including the ability to work collaboratively and to build, lead, motivate, train and support team members to achieve target-oriented outcomes.
6. Demonstrated ability to work flexibly, independently and within a team environment, to plan and prioritise work flow to meet deadlines and deliver high-quality outcomes, using initiative, judgement and discretion.
7. Highly developed computer skills, including proficiency using the Microsoft™ Office toolset, email and web browsers, familiarity with current and emerging social media platforms and in using relationship databases. Experience with Raiser’s Edge will be highly regarded.
8. A demonstrated high level understanding of equal opportunity principles and a commitment to the application of EO policies in a university context.

The ANU conducts background checks on potential employees, and employment in this position is conditional on satisfactory results in accordance with the Background Checking Procedure which sets out the types of checks required by each type of position.

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<th>Supervisor/Delegate Signature:</th>
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<td>Printed Name:</td>
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**References:**

- General Staff Classification Descriptors
- Academic Minimum Standards

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1Schedule 5 - General staff classification descriptors - Human Resources - ANU

For assistance please contact HR Division Ph. 6125 3346