



Position Description

College/Division:	Office of the Vice-Chancellor
Faculty/School/Centre:	ANU Advancement
Department/Unit:	Development
Position Title:	Senior Annual Giving Officer
Classification:	ANU Officer Level 6/7 (Administration)
Position No:	
Responsible to:	Head of Annual Giving (university-wide)
Number of positions that report to this role:	N/A
Delegation(s) Assigned:	N/A

Position Overview:

ANU Advancement is in an exciting phase of its development, as we build the philanthropic foundations for ANU and work towards launching the University's first comprehensive fundraising campaign. We are committed to meaningful engagement with our constituents – both locally and globally – and we work as a team to generate the philanthropic support required to maximise the impact of ANU's unique national mandate for world-leading research, education and innovation.

Our work connects us with alumni, donors, friends and members of the wider community who are excited by our vision, energy and commitment to improving society and addressing our world's big challenges. Our goal is to foster a culture of philanthropy throughout the University community and beyond.

KEY ACCOUNTABILITY AREAS:

Position Dimension & Relationships:

The Senior Annual Giving Officer works as part of a specialised Annual Giving (AG) team within Advancement. Annual Giving forms the foundation of the University's fundraising efforts, with a program of targeted large-scale appeals designed to raise funds, increase donor engagement, and build our philanthropic pipeline.

This role works closely with members of the Development team, other Advancement staff, University stakeholders including College-based Advancement teams, internal and external service providers, students, alumni, donors and volunteers, in order to build strong and collaborative relationships that actively facilitate the AG program.

Role Statement:

Under the broad direction of the Head of Annual Giving, the Senior AG Officer will:

1. Deliver multiple annual fundraising appeals to ANU audiences (including alumni, donors, staff, students, parents and friends) with a primary focus on the University's large and growing alumni community.
2. Contribute to the development and content of the University's AG communications and positioning.
3. Communicate, negotiate, educate and build consensus with colleagues and stakeholders on different aspects of the appeals program (including decisions around audiences, segmentation, content, messaging and timing).
4. Manage the efficient running of the annual student caller phone room, including recruitment, training, and support for casual staff, which will involve working after hours including weekends while the Phone Room is running.
5. Achieve set targets as agreed with Head of AG and in collaboration with Development team colleagues, including donor acquisition and retention targets.

6. Contribute to strategic reporting to stakeholders; including regular data analysis and reporting of appeal activities with appropriate recommendations for program improvement.
7. Develop and maintain key relationships with internal and external providers including communications specialists, fundraising consultants, service and technology providers, and business support teams such as Human Resources.
8. Undertake volunteer management, including liaison with student volunteers, class giving representatives and AG champions.
9. In conjunction with the Donor Relations and Alumni Relations teams, support AG donor stewardship, including coordination of events for donors and volunteers, and contribution to stewardship literature and communications.
10. Review, update and develop program documentation such as standing operating procedures, protocols, tasks, guidelines and checklists in line with program requirements.
11. Undertake other duties as directed consistent with this level of classification.
12. Comply with all ANU policies and procedures and in particular those relating to work health and safety and equal opportunity.

SELECTION CRITERIA:

1. A tertiary qualification (or equivalent professional experience) and 3+ years' experience working in complex organisations supporting client-facing or public-facing functions.
2. An understanding of the goals, principles and tactics of fundraising and engagement within a Higher Education context, and the ability apply them with creativity, agility and responsiveness in a rapidly changing environment. Direct marketing, communications and / or fundraising experience will be highly regarded.
3. Excellent oral and written communication skills, with the ability to tailor messages to diverse range of audiences, and liaise with a wide range of stakeholders, including senior management.
4. Demonstrated experience using a relational database or CRM, and experience of analysing and interpreting data and implementing findings to drive results. Blackbaud CRM experience will be highly regarded, but is not essential.
5. Excellent project and time management skills with strong attention to detail, accuracy and quality.
6. Proven ability to work effectively as a member of a small team and demonstrated ability to work under limited supervision, set priorities, take initiative and meet deadlines.
7. Demonstrated knowledge and understanding of equal opportunity and a commitment to the application of EO policies in a university context.

ANU Officer Levels 6 and 7 are broad banded in this stream. It is expected that at the higher levels within the broadband occupants, through experience, will have developed skills and expertise enabling them to more independently perform the full range of duties at a higher level, and that more time will be spent on the more complex functions of the position.

Supervisor/Delegate Signature:		Date:	21/02/2023
Printed Name:	Meredith Heal	Uni ID:	U1137381

References:

[General Staff Classification Descriptors](#)

[Academic Minimum Standards](#)


Pre-Employment Work Environment Report
Position Details

College/Div/Centre		Dept/School/Section	
Position Title		Classification	
Position No.		Reference No.	

In accordance with the Occupational Health and Safety Act 1991 the University has a duty of care to provide a safe workplace for all staff.

- This form must be completed by the supervisor of the advertised position and forwarded with the job requisition to Appointments and Promotions Branch, Human Resources Division. Without this form jobs cannot be advertised.
- This form is used to advise potential applicants of work environment issues prior to application.
- Once an applicant has been selected for the position consideration should be given to their inclusion on the University's Health Surveillance Program where appropriate – see .
http://info.anu.edu.au/hr/OHS/_Health_Surveillance_Program/index.asp Enrolment on relevant OHS training courses should also be arranged – see
http://info.anu.edu.au/hr/Training_and_Development/OHS_Training/index.asp
- 'Regular' hazards identified below must be listed as 'Essential' in the Selection Criteria - see 'Employment Medical Procedures' at http://info.anu.edu.au/Policies/_DHR/Procedures/Employment_Medical_Procedures.asp

Potential Hazards

<ul style="list-style-type: none"> • Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a regular or occasional part of the duties. 			
TASK	regular	occasional	
key boarding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
lifting, manual handling	<input type="checkbox"/>	<input checked="" type="checkbox"/>	
repetitive manual tasks	<input type="checkbox"/>	<input type="checkbox"/>	
catering / food preparation	<input type="checkbox"/>	<input type="checkbox"/>	
fieldwork & travel	<input type="checkbox"/>	<input type="checkbox"/>	
driving a vehicle	<input type="checkbox"/>	<input type="checkbox"/>	
NON-IONIZING RADIATION			
solar	<input type="checkbox"/>	<input type="checkbox"/>	
ultraviolet	<input type="checkbox"/>	<input type="checkbox"/>	
infra red	<input type="checkbox"/>	<input type="checkbox"/>	
laser	<input type="checkbox"/>	<input type="checkbox"/>	
radio frequency	<input type="checkbox"/>	<input type="checkbox"/>	
CHEMICALS			
hazardous substances	<input type="checkbox"/>	<input type="checkbox"/>	
allergens	<input type="checkbox"/>	<input type="checkbox"/>	
cytotoxics	<input type="checkbox"/>	<input type="checkbox"/>	
mutagens/teratogens/ carcinogens	<input type="checkbox"/>	<input type="checkbox"/>	
pesticides / herbicides	<input type="checkbox"/>	<input type="checkbox"/>	
TASK	regular	occasional	
laboratory work	<input type="checkbox"/>	<input type="checkbox"/>	
work at heights	<input type="checkbox"/>	<input type="checkbox"/>	
work in confined spaces	<input type="checkbox"/>	<input type="checkbox"/>	
noise / vibration	<input type="checkbox"/>	<input type="checkbox"/>	
electricity	<input type="checkbox"/>	<input type="checkbox"/>	
IONIZING RADIATION			
gamma, x-rays	<input type="checkbox"/>	<input type="checkbox"/>	
beta particles	<input type="checkbox"/>	<input type="checkbox"/>	
nuclear particles	<input type="checkbox"/>	<input type="checkbox"/>	
BIOLOGICAL MATERIALS			
microbiological materials	<input type="checkbox"/>	<input type="checkbox"/>	
potential biological allergens	<input type="checkbox"/>	<input type="checkbox"/>	
laboratory animals or insects	<input type="checkbox"/>	<input type="checkbox"/>	
clinical specimens, including blood	<input type="checkbox"/>	<input type="checkbox"/>	
genetically-manipulated specimens	<input type="checkbox"/>	<input type="checkbox"/>	
immunisations	<input type="checkbox"/>	<input type="checkbox"/>	
OTHER POTENTIAL HAZARDS (please specify):			

Supervisor's Signature:		Print Name:		Date:	
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