

POSITION DESCRIPTION

Position Title	National Manager Alumni Relations		
Organisational Unit	Advancement		
Functional Unit	Marketing and External Relations		
Nominated Supervisor	Associate Director, Student Recruitment and Advancement		
Higher Education Worker (HEW) Level	HEW 9	Campus/Location	Brisbane, North Sydney or Melbourne
CDF Achievement Level	2 Management (Middle)	Work Area Position Code	13644
Employment Type	Full-time, Continuing	Date reviewed	January 2017

ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

Mission Statement: *Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.*

Australian Catholic University (ACU) is both a Catholic University and a public institution within the Australian higher education sector. ACU is an inclusive community which welcomes students and staff of all beliefs. The University is committed to a strong Catholic ethos and seeks to foster and promote teaching and learning, research and scholarship, and community engagement in the Christian tradition. As valued members of our community, all staff members are expected to have an understanding of ACU's [Mission](#) and values and to demonstrate an active contribution to them.

The University shares with universities worldwide a commitment to quality in teaching, research and service. It aspires to be a community characterised by free enquiry and academic integrity.

The University chooses to focus on areas of teaching and research that are closely connected with its particular character as a University that is Catholic, public and national. The focus areas are Theology and Philosophy, Health, Education, and the Common Good and Social Justice.

ACU has over 2,500 staff supporting more than 34,000 students across seven campuses – Adelaide, Ballarat, Brisbane, Canberra, Melbourne, North Sydney and Strathfield.

The structure to support this complex and national University consists of:

- Provost
- Chief Operating Officer & Deputy Vice-Chancellor
- Deputy Vice-Chancellor, Research
- Deputy Vice-Chancellor, Students, Learning and Teaching

Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Directorate of Identity and Mission drives both the Identity and the [Mission](#) of the University. In addition, five Associate Vice-Chancellors and Campus Deans focus on the University's local presence and development of the University at the local 'campus' level.

The University pursues performance excellence and offers an environment where staff are valued and rewarded. Staff are expected to demonstrate a commitment to continuous improvement and to participate fully in resolving issues to achieve and maintain quality standards relevant to role. Further information about a career with ACU is available at www.acu.edu.au.

ACU is committed to diversity and social inclusion in its employment practices. Applications from Aboriginal and Torres Strait Islander people, people with disabilities and people from culturally diverse groups are encouraged.

ABOUT THE MARKETING AND EXTERNAL RELATIONS DIRECTORATE

The Marketing and External Relations (MER) directorate, under the leadership of the Director of MER, encompasses Marketing and Communications, Student Recruitment and Advancement, and Digital Strategy.

MER plays a key role in profiling and positioning ACU as a first choice among its diverse community and stakeholder groups, including potential students, Catholic and corporate partners, donors, alumni and staff.

The Marketing and External Relations directorate's primary objectives are to:

- Position and promote ACU as an attractive and first-choice study destination;
- Enhance and steward ACU's brand and reputation;
- Provide a valued and valuable service to the University community.

The directorate provides a range of services across the following areas: integrated marketing, media relations, advertising, design, internal and corporate communications, alumni engagement, student recruitment, fundraising, digital experience, and events management.

POSITION PURPOSE

Reporting to the Associate Director, Student Recruitment and Advancement, this role will lead the development and implementation of the ACU alumni relations program and its associated activities. The role will develop strong relationships with staff at all levels of the organisations, particularly senior staff and the alumni community to foster life-long beneficial partnerships connecting ACU with graduates.

POSITION RESPONSIBILITIES

Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU Strategic Plan 2015-2020
- Catholic Identity and Mission
- ACU Capability Development Framework
- Higher Education Standards Framework
- ACU Service Principles
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence

The [Capability Development Framework](#) in particular is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

Key responsibilities

Key responsibilities specific to this position	Relevant Core Competences (Capability Development Framework)	Scope of contribution to the University			
		Within the work unit or team	School or Campus	Faculty or Directorate	Across the University
Develop and implement the national ACU alumni relations program and report on its delivery and alignment to the objectives of Advancement and broader ACU strategic plans.	<ul style="list-style-type: none"> • Apply Commercial Acumen • Be Responsible and Accountable for Achieving Excellence 				✓
Work collaboratively with units across the University to integrate alumni relations into planning and programs, and establish close networks that foster excellent alumni relations activities and advocacy.	<ul style="list-style-type: none"> • Communicate with Impact • Collaborate effectively • Live ACU's Mission, Vision and Values 				✓
Lead and supervise the national Alumni Relations team and ensure staff participate in quality professional development to help them excel in their roles and deliver excellent customer service. .	<ul style="list-style-type: none"> • Coach and Develop • Be Responsible and Accountable for Achieving Excellence • Deliver Stakeholder Centric Service 	✓			
Establish activities and processes that successfully connects ACU with alumni to improve the quality of alumni records in CRM, managing annual 'finding lost alumni' programs, lead scoring and nurturing programs.	<ul style="list-style-type: none"> • Apply Commercial Acumen • Make Informed Decisions 			✓	
Lead the alumni relations engagement program of major events including the Alumni Awards, International Women's Day and specific domestic, international, campus and/or faculty networking events and alumni chapters to create strong, mutually beneficial long-term partnerships between the University and graduates.	<ul style="list-style-type: none"> • Apply Commercial Acumen • Collaborate Effectively • Be Responsible and Accountable for Achieving Excellence 				✓

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		Within the work unit or team	School or Campus	Faculty or Directorate	Across the University
Develop programs that increase alumni participation in volunteering and long-term engagement with the University including mentoring, guest lecturing, work-integrated placements, actively supporting employment networks and programs and undertaking postgraduate study.	<ul style="list-style-type: none"> • Apply Commercial Acumen • Know ACU Work Processes and Systems • Adapt to and Lead Change 				✓
Conduct research to assess alumni sentiment towards the University and identify opportunities to improve activities that will enhance alumni engagement and participation.	<ul style="list-style-type: none"> • Be Responsible and Accountable for Achieving Excellence • Deliver Stakeholder Centric Service 				✓
Develop and manage the annual Alumni Relations budget, resources and key deliverables efficiently to ensure programs and activities remain cost effective and within scope.	<ul style="list-style-type: none"> • Apply Commercial Acumen • Know ACU Work Processes and Systems • Make Informed Decisions 			✓	
Collaborate with the National Manager Advancement to deliver fundraising programs, including the annual appeal, with telephone outreach campaigns to improve alumni affinity and the quality of information/records in CRM.	<ul style="list-style-type: none"> • Communicate with Impact • Collaborate Effectively • Deliver Stakeholder Centric Service 			✓	
Collaborate with colleagues within MER to deliver proactive marketing and communication programs, particularly identifying and liaising with alumni to participate in campaigns and activities.	<ul style="list-style-type: none"> • Communicate with Impact • Collaborate Effectively • Deliver Stakeholder Centric Service 			✓	

HOW THE ROLE OPERATES

Key Challenges and Problem Solving

- Building close relationships with internal stakeholders and winning their confidence in the Directorate's ability to support quality alumni relations programs that support ACU's strategic goals.
- Acting with a sense of urgency and encouraging others within the University to do so when an opportunity to advance alumni relations presents itself.
- Balancing many competing demands from across the University to deliver alumni relations events and activities across various communication channels while preserving ACU's relationship with alumni.
- Developing a deep understanding of the needs of various ACU stakeholders and work with staff across MER to leverage this information to establish effective programs that build a strong network of ACU alumni.

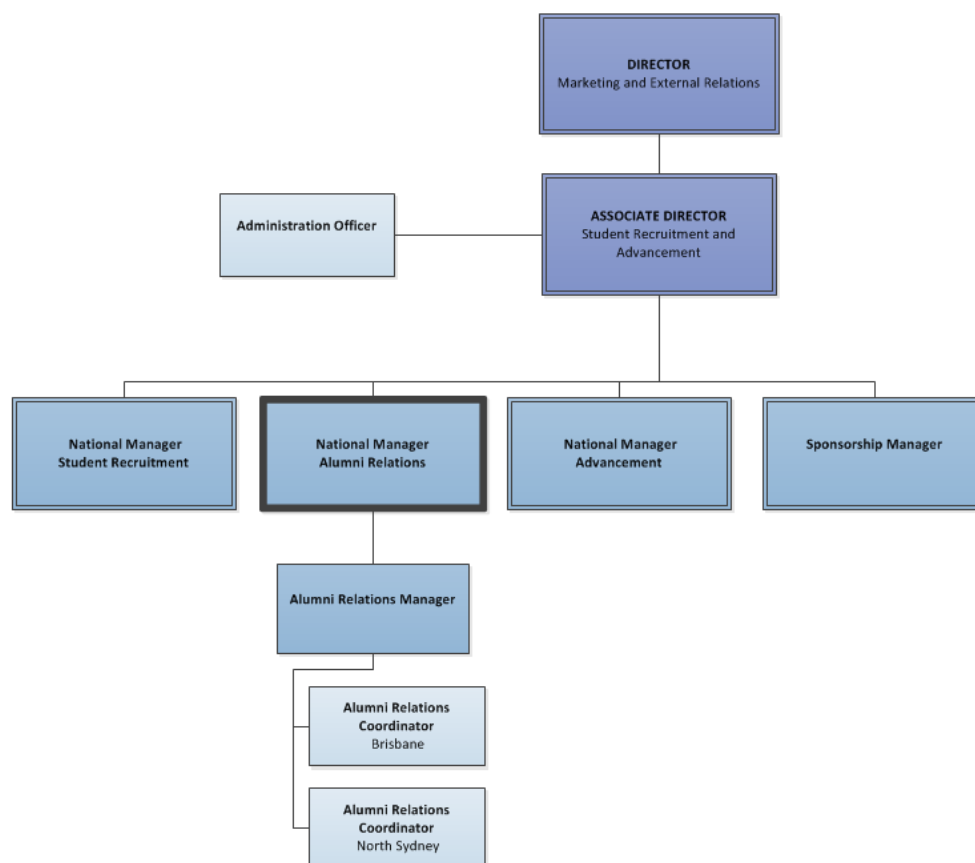
Decision Making / Authority to Act

- The position holder works autonomously in the development, day-to-day management and implementation of alumni relations programs, seeking input from the relevant faculties or departments to develop appropriate engagement activities and programs that meet their specific goals.
- The position holder contributes to the strategic planning of alumni activities, objectives and policies and gives advice and recommendations to senior staff across the University to improve the effectiveness of alumni relations programs and services.

Communication / Working Relationships

- The position holder will be required to communicate with senior staff across the University to coordinate specific and national programs and activities.
- The position holder will communicate with internal stakeholders to measure current service levels for alumni programs and discuss strategies to better align activities with the University's strategic plan.
- The position holder is responsible for communicating ACU's diverse alumni community on behalf of the University to foster affinity and advocacy.

Reporting Relationships



For further information about structure of the University refer to the [organisation chart](#).

SELECTION CRITERIA

Qualifications, skills, knowledge and experience

1.	A postgraduate degree in marketing or communication or a related discipline; or an equivalent combination of education/training and experience leading alumni relations programs, preferably within the higher education sector.
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Core Competencies (as per the Capability Development Framework)

2.	Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values.
3.	Demonstrated understanding of the business environment, preferably the higher education sector, and apply commercial acumen to seize opportunities that improve organisational viability
4.	Demonstrated commitment to delivering stakeholder centric services and keeping stakeholder interests at the core of business decisions to maintain service excellence. See the ACU Service Principles .
5.	Demonstrated ability to work collaboratively with stakeholders internal and external to the organisation to capitalise on all available expertise in pursuit of excellence and meet organisational objectives.
6.	Demonstrated ability to communicate with impact and purpose to gain the support of a wide range of stakeholders, both internal and external to create positive impact and successful outcomes.

7.	An ability to coach and develop staff, set clear expectations for performance and encourage others to share skills and knowledge to build a culture of learning and improvement.
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Other attributes

8.	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.
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