



# Manager, Campaign Strategy and Analysis

<b>Department/Unit</b>	External Relations, Development and Alumni (ERDA)
<b>Faculty/Division</b>	Office of the President and Vice-Chancellor
<b>Classification</b>	HEW Level 8
<b>Work location</b>	Mulgrave / Clayton (flexible and remote working negotiable)
<b>Date document created or updated</b>	November 2017

## Organisational context

There's a certain feeling you get from working at Monash University. It's the feeling that you're a part of something special. Something significant. So if you're looking for the next chapter in your career, it's here. You'll be given the opportunity to challenge yourself, build on your skills, and make a significant contribution to a workplace that's filled with energetic and inspiring people. Talent thrives here - and so do truly satisfying careers. Discover more at [www.monash.edu](http://www.monash.edu)

The **External Relations, Development and Alumni division (ERDA)** works collaboratively across the University to initiate, grow and steward strong person to person relationships with key stakeholders that support Monash University's research and education programs. Our work delivers outcomes that significantly enhance the University's profile, reputation, resources and impact. The Development team within the ERDA division has grown in size and impact since a comprehensive restructure in 2013, and is now generating and sustaining unprecedented levels of philanthropic support for University initiatives. The division sits within the Office of the President and Vice-Chancellor.

To fulfil our mission, ERDA oversees a range of activities including alumni engagement, fundraising, communications, external engagement, donor programs and government relations for the University, nationally and internationally. To learn more about us and the work we do, [please visit our website](#).

## Position purpose

The Manager, Campaign Strategy and Analysis is responsible for supporting the development of a strong philanthropic culture at the university through management of a range of key strategic and enabling functions. This includes insight and analysis of philanthropic performance, activity, trends and other data, insightful reporting, robust and enabling gift acceptance advice, gift administration for complex and high-impact donations, and reconciliation of all forms of philanthropic income at Monash particularly philanthropic research grants.

In addition, the role is responsible for enabling substantial and ongoing philanthropic support as the team continues to build the capabilities and competencies required to enter the campaign phase. The role works closely with the Development Management Team including the Senior Director, Development, and is critical to ensuring that frontline fundraising activity, particularly at the major and principal gift level, is fully enabled and optimised including ensuring that resources are directed to high-outcome activities.

The Manager works with all members of the ERDA Leadership Team in the coordination and execution of strategies to realise philanthropic income support from individuals and organisations. They also manage special projects identified by the Senior Director, Development and support all phases of Campaign readiness.

**Reporting Line:** This position reports to the Senior Manager, Campaigns and Development Projects under broad direction, working with a degree of autonomy

**Supervisory Responsibilities:** Not applicable

**Financial delegation and/or budget responsibilities:** Not applicable

## Key responsibilities

1. Enable the Development Fundraising and Campaign plan, and wider ERDA strategy, to mobilise unprecedented levels of philanthropic support for Monash through collaborative gift acceptance, fulfilment, reconciliation and reporting
2. Manage the delivery of strategic projects to increase campaign readiness and monitor progress, identify potential and emerging issues and proactively act to alleviate these to ensure their delivery on time and within budget
3. Collate and quality-control performance figures for analysis to support Campaign decision-making, providing accompanying strategic advice, data insight, and individual and collective performance reporting and analysis
4. Develop and deliver regular income reports to provide timely monitoring against targets and forecasts
5. Serve as senior adviser of Gift Acceptance policies and procedures at Monash, with an emphasis on maximising philanthropic income conscious of local, national and international best practice, working with the Senior Manager, Donor Stewardship and the Development Management Team to enable gift acceptance and philanthropic (Campaign) counting
6. Identify and report philanthropic research grants and other philanthropic income streams to enable stewardship and tabulation of all philanthropic support received by Monash
7. Act as a conduit between key contacts within ERDA, faculties, key central divisions, and campuses along with external consultants to coordinate relevant strategy implementation for the Development Team
8. Contribute to the planning, management and effective implementation of continuous improvement activities relating to Campaign delivery
9. Assume a leadership role in the management of the ERDA database to maximise structure and accuracy of data to enable professional and coordinated relationship management

## Key selection criteria

### Education/Qualifications

1. The appointee will have:
  - postgraduate qualifications, or progress towards postgraduate qualifications, in a policy and/or business related discipline and extensive relevant experience in a senior management position, ideally within a tertiary institution or government department; or
  - an equivalent combination of relevant experience and/or education/training

### Knowledge and Skills

2. Excellent operational management and client relationship skills with proven ability to provide authoritative technical and policy advice
3. Detailed understanding of taxation regulations in relation to charitable services and its application to gift and donation allocation propriety
4. Highly developed planning and organisational skills, with experience establishing priorities, allocating resources and meeting deadlines

5. Staff management experience gained within a matrix or large and complex management structure, with the proven ability to motivate and develop a high-performance team committed to excellent customer service
6. Excellent conceptual, analytical and problem-solving skills including the proven ability to devise practical solutions to complex issues
7. Highly developed interpersonal and communication skills with the ability to negotiate, influence and build consensus at senior levels
8. Demonstrated experience and expertise in development and monitoring budgets
9. Experience working in a university environment or similar complex organisation, including high visibility and understanding of sectoral standards and benchmarks
10. Proven technical proficiency with Microsoft products and email programs

## **Other job related information**

- Travel to other campuses of the University may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted

## **Legal compliance**

Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.