



**Australian  
National  
University**

## Position Description

<b>College/Division:</b>	Office of the Vice-Chancellor
<b>Faculty/School/Centre:</b>	Alumni Relations & Philanthropy (AR&P)
<b>Department/Unit:</b>	Alumni and Donor Relations (A&DR)
<b>Position Title:</b>	Senior Annual Giving Officer (Digital Fundraising)
<b>Classification:</b>	ANU Officer Grade 6/7 (Administration)
<b>Position No:</b>	TBA
<b>Responsible to:</b>	Annual Giving Manager
<b>Number of positions that report to this role:</b>	N/A
<b>Delegation(s) Assigned:</b>	N/A

### PURPOSE STATEMENT:

The Alumni Relations & Philanthropy (AR&P) office leads the development, management and coordination of advancement activities at ANU, in support of the University's objectives of deepening relationships with alumni and securing long-term philanthropic income. AR&P 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 AR&P values – leadership, respect and inclusiveness, ethical behavior, integrity and accountability, celebration – into their purposeful management of relationships with alumni, donors and prospective donors, within AR&P and across ANU.

The Alumni and Donor Relations team within Alumni Relations & Philanthropy implements strategic mass engagement programs with alumni and supporters in order increase affinity and imbed a culture of philanthropy (in its various forms) amongst alumni, staff, students, donors and friends. Within this context, the Senior Annual Giving (AG) Officer will have an active role in the implementation, development and ongoing review of the AG strategy, including the creation of a comprehensive program of sustained activity related to The ANU Fund. The Senior AG Officer will play a key role in the development and execution of digital programs which increase income from individual donors to the University.

### KEY ACCOUNTABILITY AREAS:

#### Position Dimension & Relationships:

The Senior AG Officer will work as part of a specialised AG team within Alumni & Donor Relations. In conjunction with the AG Manager and Senior AG Officer (Programs), they will work closely with members of the Philanthropy team, other Alumni Relations & Philanthropy staff, University stakeholders including College-based Advancement and Development Managers, 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 AG Manager, the Senior AG Officer (Digital Fundraising) will:

1. Deliver multiple annual solicitation appeals to ANU audiences (including alumni, donors, staff, students, parents and friends) with a focus on digital appeals and campaigns, including electronic direct mail (EDM), crowdfunding, social media and SMS.
2. Contribute to the development and content and subsequent implementation of the University's AG online presence, social media strategy and the AG webpages, including testing Case for Support propositions.
3. Achieve set targets as agreed with AG Manager and in collaboration with Philanthropy team colleagues, including online donor acquisition and retention targets;
4. Contribute to strategic reporting to stakeholders; including regular data analysis and reporting of appeal activities with appropriate recommendations for program improvement;

5. Develop and maintain key relationships with internal and external providers including graphic design communications specialists, fundraising consultants, program merchandise suppliers and technology providers;
6. Undertake volunteer management, including liaison with student volunteers, class giving representatives and AG champions, in particular in relation to digital fundraising appeals;
7. In conjunction with the Donor Relations team, support AG donor stewardship, including coordination of events for donors and volunteers and contribution to stewardship literature and communications;
8. Review, update and develop program documentation such as protocols, tasks, guidelines and checklists in line with program requirements;
9. Undertake other duties as directed consistent with this level of classification;
10. Comply with all ANU policies and procedures, and in particular those relating to work health and safety and equal opportunity.

### SELECTION CRITERIA:

1. A degree with subsequent relevant experience, or an equivalent combination of relevant experience and/or education/training. Experience gained must have been within a customer-orientated environment;
2. Evidence of an understanding of the principles and goals of fundraising within the context of Higher Education. Previous experience in annual fundraising, direct marketing and/or communications is preferred, in particular digital fundraising or marketing;
3. Openness to new ideas and their implementation including the ability to use creativity and initiative to achieve results in response to changing circumstances and emerging trends;
4. Demonstrated experience of analysing data and implementing findings to drive strategy;
5. Demonstrated use of Microsoft™ Office toolset, Adobe Creative Suite, email and web browsers, familiarity with current and emerging social media platforms, and demonstrated experience in using relationship databases. Experience with Raiser's Edge will be highly regarded;
6. Excellent oral and written communication skills and the ability to liaise with a wide range of stakeholders both within and outside the university at all levels including senior management;
7. Excellent project and time management skills with a proven strong attention to detail and a highly developed sense of quality;
8. Proven ability to work effectively as a member of a small team and demonstrated ability to work under limited supervision, set priorities and meet deadlines;
9. 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.*

<b>Supervisor/Delegate Signature:</b>		<b>Date:</b>	
Printed Name:		<b>Uni ID:</b>	

### References:

[General Staff Classification Descriptors](#)

[Academic Minimum Standards](#)



Australian  
National  
University

# Pre-Employment Work Environment Report

## Position Details

<b>College/Div/Centre</b>	Office of the Vice-Chancellor	<b>Dept/School/Section</b>	Alumni Relations & Philanthropy (AR&P)
<b>Position Title</b>	Senior Annual Giving Officer (Digital Fundraising)	<b>Classification</b>	ANU Officer Grade 6/7 (Administration)
<b>Position No.</b>	TBA	<b>Reference No.</b>	

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](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](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](http://info.anu.edu.au/Policies/_DHR/Procedures/Employment_Medical_Procedures.asp)

## Potential Hazards

- 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	TASK	regular	occasional
key boarding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	laboratory work	<input type="checkbox"/>	<input type="checkbox"/>
lifting, manual handling	<input type="checkbox"/>	<input type="checkbox"/>	work at heights	<input type="checkbox"/>	<input type="checkbox"/>
repetitive manual tasks	<input type="checkbox"/>	<input type="checkbox"/>	work in confined spaces	<input type="checkbox"/>	<input type="checkbox"/>
catering / food preparation	<input type="checkbox"/>	<input type="checkbox"/>	noise / vibration	<input type="checkbox"/>	<input type="checkbox"/>
fieldwork & travel	<input type="checkbox"/>	<input type="checkbox"/>	electricity	<input type="checkbox"/>	<input type="checkbox"/>
driving a vehicle	<input type="checkbox"/>	<input type="checkbox"/>			
<b>NON-IONIZING RADIATION</b>			<b>IONIZING RADIATION</b>		
solar	<input type="checkbox"/>	<input type="checkbox"/>	gamma, x-rays	<input type="checkbox"/>	<input type="checkbox"/>
ultraviolet	<input type="checkbox"/>	<input type="checkbox"/>	beta particles	<input type="checkbox"/>	<input type="checkbox"/>
infra red	<input type="checkbox"/>	<input type="checkbox"/>	nuclear particles	<input type="checkbox"/>	<input type="checkbox"/>
laser	<input type="checkbox"/>	<input type="checkbox"/>			
radio frequency	<input type="checkbox"/>	<input type="checkbox"/>			
<b>CHEMICALS</b>			<b>BIOLOGICAL MATERIALS</b>		
hazardous substances	<input type="checkbox"/>	<input type="checkbox"/>	microbiological materials	<input type="checkbox"/>	<input type="checkbox"/>
allergens	<input type="checkbox"/>	<input type="checkbox"/>	potential biological allergens	<input type="checkbox"/>	<input type="checkbox"/>
cytotoxics	<input type="checkbox"/>	<input type="checkbox"/>	laboratory animals or insects	<input type="checkbox"/>	<input type="checkbox"/>
mutagens/teratogens/ carcinogens	<input type="checkbox"/>	<input type="checkbox"/>	clinical specimens, including blood	<input type="checkbox"/>	<input type="checkbox"/>
pesticides / herbicides	<input type="checkbox"/>	<input type="checkbox"/>	genetically-manipulated specimens	<input type="checkbox"/>	<input type="checkbox"/>
			immunisations	<input type="checkbox"/>	<input type="checkbox"/>
<b>OTHER POTENTIAL HAZARDS (please specify):</b>					

<b>Supervisor's Signature:</b>		<b>Print Name:</b>		<b>Date:</b>	
--------------------------------	--	--------------------	--	--------------	--