



POSITION DESCRIPTION

University of Melbourne Advancement
Faculty of Business and Economics

Alumni and Community Engagement Officer

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| POSITION NO | 0028335 |
| CLASSIFICATION | PCS 7 |
| SALARY | \$85,189 - \$92,216 p.a. |
| SUPERANNUATION | Employer contribution of 17% |
| WORKING HOURS | Full-time |
| BASIS OF EMPLOYMENT | Continuing |
| OTHER BENEFITS | http://about.unimelb.edu.au/careers/working/benefits |
| HOW TO APPLY | Online applications are preferred. Go to http://about.unimelb.edu.au/careers , select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number. |
| CONTACT FOR ENQUIRIES ONLY | Rubina Bulot, Alumni Relations Manager Faculty of Business and Economics Tel +61 3 9035 6053 Email rubina.bulot@unimelb.edu.au <i>Please do not send your application to this contact</i> |

For information about working for the University of Melbourne, visit our website:
about.unimelb.edu.au/careers

Position Summary

Reporting to the Alumni Relations Manager, the Alumni and Community Engagement Officer is responsible for engaging with the Faculty of Business and Economics alumni community through the planning, development and delivery of targeted communications and programs that drive both the University's Advancement targets and the Faculty's strategic priorities.

Working alongside the Alumni Relations Officer, the Alumni and Community Engagement Officer manages the Faculty's alumni communications, awards, reunions and public-facing programs. A key responsibility of the position is to raise awareness of the Faculty's news, alumni program and its community through the production and delivery of content via available University-wide and Faculty-specific print and digital channels.

To ensure the success of the communications and engagement program, ongoing data-driven research, accurate maintenance of database records, and reporting and evaluation is an integral part of this role.

The Alumni and Community Engagement Officer works in close liaison with staff throughout the University of Melbourne Advancement Office (UoMA), the Faculty's Marketing and Communications Unit, the Faculty's Departments and the Dean's Office. Working with alumni volunteers across the world, including the Faculty's Alumni Council and Board is a critical element of the position.

1. Key Responsibilities

1.1 ALUMNI COMMUNICATIONS AND PROFILING

- ▶ Contribute to the planning, development and delivery of alumni communication strategies.
- ▶ Develop editorial content and profiles that raise awareness of the Faculty's news, alumni program and community itself for opportunistic coordination via internal and external print and online communication channels.
- ▶ Support the Dean's Office in drafting communications to alumni, including speeches for events and recognition letters.
- ▶ Ensure relevant alumni and engagement websites contain correct and up-to-date information on all events and activities.
- ▶ Oversee the dispatch of print and online alumni communications, maintaining updated mailing lists on the Advance database.
- ▶ Monitor and evaluate communications activities, seeking to continually raise effectiveness and outreach.
- ▶ Ensure that the Faculty presents a relevant, consistent and integrated message and brand to stakeholders – external and internal – by adhering to Faculty and University policy and style guides.

1.2 ALUMNI AND COMMUNITY ENGAGEMENT PROGRAM

- ▶ Manage the delivery of the Faculty's Alumni of Distinction Award program as stewarded by the Faculty's Alumni Council.
- ▶ Manage the delivery of the Faculty's affinity and cohort-based reunions and maintain a framework to support alumni-led reunions.

- ▶ Co-ordinate with the Faculty's Departments to deliver a suite of endowed public lectures; including inaugural lectures, annual lectures, associated dinners and itineraries.
- ▶ Play a key role in the supporting the Melbourne Foundation of Business and Economics and its outreach activities including its annual dinner.
- ▶ Support the Faculty's Dean's Events Series in interstate and international locations.
- ▶ Manage and steward alumni and community volunteers to ensure the streamlined delivery of the Faculty's alumni and community engagement program.
- ▶ Advertise and promote all alumni engagement opportunities comprehensively, using all relevant means, e.g. faculty websites, print invitations, newsletters, University events website, staff news, external websites, social media, etc.
- ▶ Liaise with Faculty approved suppliers for all aspects of events, including design and printing of invitations, catering, photography etc.
- ▶ Ensure that the alumni relations strategic objectives for each event are met, opportunity for engagement is maximised and maximum impact is achieved.
- ▶ Using project management tools, ensure that events are delivered within set timelines, resources and budget constraints.

1.3 RECORDS AND REPORTING

- ▶ Maintain clear and accessible profile and engagement records relating to all activities on Advance and Advancement event management tool, IES, ensuring that they are recorded appropriately and in a timely fashion.
- ▶ Using the Advancement customer relationship database Advance and its data reporting tool Orion, analyse alumni data in order to plan strategic activities and prepare reports relating to alumni engagement.

1.4 GENERAL

- ▶ Monitor incoming email through the fbe-alumni and fbe-lectures email inboxes and action accordingly.
- ▶ Contribute to the continual development of Advancement frameworks and processes, representing the Faculty at University-wide forums and being a subject expert in regards to best practice in alumni and community engagement
- ▶ Provide support for other areas of work within the Advancement team during times of peak activity if required.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ A tertiary qualification with subsequent relevant experience in communications and event management, combined with a sound understanding of the basic advancement and alumni relations principles, and appreciation of the role that community engagement plays within advancement
- ▶ Excellent verbal and written communications skills, including a demonstrated ability to draft, proof and edit a range of written material including correspondence, profiles, invitations and media stories

- ▶ Demonstrated experience in delivering creative digital communications, with specific expertise in maintaining webpages, producing digital newsletters and using social media as audience engagement tools
- ▶ High level interpersonal skills, including the ability to build relationships, work with volunteers, handle sensitive information with sound judgement, and effectively communicate and negotiate with internal and external stakeholders at all levels
- ▶ Well-developed organisational and planning skills, including the ability to use initiative, prioritise tasks, solve problems and meet strict deadlines
- ▶ Demonstrated ability to manage high quality events and activities within designated budgets, including the recruitment and management of volunteers
- ▶ High level Microsoft Office Word and Excel skills, including the ability to manipulate and analyse data.

2.2 DESIRABLE

- ▶ Experience with working in an international location and/or Asian language skills.

3. *Special Requirements*

- ▶ With notice some work outside of normal office hours and interstate or international travel to co-ordinate events or to represent the Faculty may be required.

4. *Job Complexity, Skills, Knowledge*

4.1 LEVEL OF SUPERVISION / INDEPENDENCE

The position will operate under the general direction of the Alumni Relations Manager and is responsible for preparing timely and accurate communications and delivering high quality alumni and community outreach programs which have the capacity to have a major impact on the Faculty's reputation.

The role requires that the incumbent take responsibility for his/her work and independently carry out agreed tasks, be self-motivated, proactive and able to prioritise work-load and plan ahead.

In many circumstances, the incumbent will be required to work under direction from other staff in the Unit, and collaboratively with other staff in the Unit, Faculty and externally (e.g. Alumni Council and Faculty Board).

The Alumni and Community Engagement Officer will be responsible for his/her own time management and prioritisation of tasks to ensure that key responsibilities are met.

4.2 PROBLEM SOLVING AND JUDGEMENT

Well-developed problem solving skills and sound judgement are critical to this role given the impact of the work undertaken. These skills are equally essential to responding effectively to external stakeholders and senior Faculty staff about progress against ongoing engagement plans and handling the unique demands of the Faculty's most significant supporters. The incumbent will be tasked with independently innovating areas of the engagement program to ensure strategic alignment and results against key performance metrics.

4.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent is required to have an understanding of academic and administrative policies, in both the Faculty and University contexts. The incumbent works closely with other members of the Advancement Unit and is required to develop strong working relationships with key staff in the Faculty of Business and Economics and the central advancement units.

The incumbent is also expected to contribute as a team member to the strategic planning processes, interpret and implement policy and carry out other duties as required. The position is required to represent the Faculty at a variety of functions and interact in a professional and informed manner with individuals from a broad range of stakeholder groups.

The incumbent will be a recognised authority in alumni and community engagement.

4.4 RESOURCE MANAGEMENT

The incumbent may supervise casual staff as required and is expected to monitor expenditure against budget area.

4.5 BREADTH OF THE POSITION

The Alumni and Community Engagement Officer role covers a range of activities to deliver high quality external engagement activities including ensuring the recognition of alumni achievements, successful volunteer management, successful event planning and execution of events, and production and delivery of communications. The incumbent needs to be adept at interacting comfortably with a broad range of academic and professional staff in the Faculty and University, prominent members of the community, donors, donor prospects, alumni and external providers. The activities and events managed by the Alumni and Community Engagement Officer have significant potential to influence and impact the Faculty's reputation amongst its alumni, donors and friends.

5. *Equal Opportunity, Diversity and Inclusion*

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised

as vital in our continuous deserve to service for excellence and reach the targets of Growing Esteem.

6. Occupational Health and Safety (OHS)

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/topics/responsibilities/>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

7. Other Information

7.1 ORGANISATION UNIT

www.unimelb.edu.au/advancement

The Advancement Office aims to facilitate the establishment and maintenance of mutually beneficial relationships between the University and its alumni, friends and benefactors. It is responsible for the management of programs relating to alumni and benefactors, and provides services to and works collaboratively with faculties and other central administration areas.

University of Melbourne Advancement (UoMA) is responsible for the coordination and delivery of Believe: the Campaign for the University of Melbourne, www.campaign.unimelb.edu.au

The completion of the first phase goal of raising \$500M for the Believe Campaign was publicly announced in March 2016 along with the intention to proceed with a second phase of the Campaign with revised goals of raising \$1B and actively engaging with 100,000 alumni by the end of 2021. The Believe Campaign is the largest initiative of its kind in the Asia-Pacific region.

7.2 BUDGET DIVISION

www.fbe.unimelb.edu.au.

The Faculty of Business and Economics at the University of Melbourne has been preparing students for exciting and challenging careers in industry since 1924. We have developed an outstanding reputation, locally and internationally, for the quality of our teaching and research. The Faculty has an active board of business leaders, government representatives and community leaders who contribute to the implementation of our vision.

Organisational Structure

The Faculty is home to Melbourne Business School (MBS) and to five teaching and research departments:

- Accounting

- Economics
- Finance
- Management and Marketing
- Melbourne Institute of Applied Economic and Social Research

The Faculty has the following student and academic support centres:

Academic Support Office

Research Development Unit

Student Employability and Enrichment

The Williams Centre for Learning Advancement

The Faculty is supported by the following Professional Services Units:

Finance

Human Resources (including OHS)

Marketing and Communications

Service Level and Facilities Management

Quality Office

Our Programs

There are around 7,500 students enrolled in undergraduate and graduate degrees within the Faculty.

The Bachelor of Commerce is one of the most sought-after business courses in Australia. From 1 May 2013 all graduate programs in business and economics are offered through Melbourne Business School. Melbourne Business School offers a full suite of professional masters programs for those with little work experience right through to the MBA suite. It is also the home of leading research masters degrees and the PhD.

Our Graduates

Since the Faculty was established it has produced over 48,000 graduates. Many of our alumni now occupy senior positions in business, government and academia, in Australia and around the world.

7.3 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

7.4 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. <http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs.

<http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- ▶ Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.
- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.
- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

7.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>