

POSITION DESCRIPTION

University of Melbourne Advancement

Donor Relations Manager (Recognition & Events)

POSITION NUMBER 0021201

**PROFESSIONAL
CLASSIFICATION
STANDARD/SALARY** PSC 8 – \$99,199-\$107,370 per annum

SUPERANNUATION Employer contribution of 17%

EMPLOYMENT TYPE Full Time (1 FTE) continuing position

HOW TO APPLY Go to <http://about.unimelb.edu.au/careers>, under Current staff or Prospective staff, select the relevant option ('Current Opportunities' or 'Jobs available to current staff') and search for the position by title or number.

**CONTACT
FOR ENQUIRIES ONLY** Megan McPherson, Head of Donor Relations
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Please do not send your application to this contact

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

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

Find out more about the University's strategy, 'Growing Esteem', at <http://about.unimelb.edu.au/strategy-and-leadership>

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 desire to service for excellence and reach the targets of Growing Esteem.

UoMA is keen to encourage a diverse workforce. UoMA is also supportive of flexible working arrangements for staff. Applicants interested in flexible working arrangements (on a temporary or permanent basis) are encouraged to raise this at any time during the selection process.

UNIVERSITY OF MELBOURNE 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 Campaign is the largest initiative of its kind in the Asia-Pacific region.

UoMA's Vision – Partnering for Impact

Advancement is a **catalyst** that leads to positive impact on the University, the city, the state, Australia and the world.

Mission

We do this in deep and genuine partnership with our generous alumni, supporters and academic colleagues.

To do this we will work in partnership with:

- **Academic and professional colleagues** to identify, curate, hone and present wonderful philanthropic and engagement opportunities that support our outstanding researchers, teachers and students and the spaces in which they live and work
- **Donors** to match and connect these opportunities to their passions
- **Alumni, friends and current students** to develop mutual and lifelong benefit by sharing skills, expertise and networks

Guiding Principles

- We are '**One Advancement**' working together towards collective goals
- We are driven both by **university strategies** and the opportunities presented by **our supporters' passions**
- We strive for outcomes through **strong partnerships that deliver impact** – both with university colleagues and with our community stakeholders
- We create opportunities for the university to come together with supporters to **make a difference in the world** and benefit the communities with whom we engage
- We build **enduring, purposeful relationships** that are stakeholder-centric and mutually-beneficial
- Our decision making and resource allocation are based on **expert knowledge, research insights and data**
- We recognise the impact of both **financial and non-financial contributions**
- We **operate sustainably** at both the organisational and personal levels

Foundation Values

Our work will be guided at all times by our Values:

- **Integrity** – we are honest, trustworthy, understanding and sincere
- **Collaboration** – we are supportive of each other and work as a team toward improved collective outcomes
- **Innovation** – we prize creativity and act with courage to progress our objectives
- **Professionalism** – we are committed, focused, accountable, respectful and proud of the work we do

Behaviours

We look to encourage the following behaviours across Advancement:

- **Prioritise** based on our strategic direction and purpose
- **Don't go it alone** – explore and exchange expertise, knowledge and institutional memory with colleagues across Advancement
- Be willing to **innovate and test new approaches**
- Support each other to **think, speak and act courageously** in pursuit of the best outcomes
- Be **responsive and decisive** taking both personal and collective **accountability**

ABOUT THE ROLE

Position Purpose:

The Manager, Donor Relations is a senior member of the Donor Relations team and is responsible for working strategically to develop and deliver programs and activities that focus on donor engagement and recognition to continue strengthening relationships between the University and its donors. Managing the University's donor recognition societies and events, developing donor communications, and data management are core components of the role.

Reporting to the Head of Donor Relations, the incumbent works in close collaboration with staff across University of Melbourne Advancement, academic divisions and Chancellery, in particular the Offices of the Vice-Chancellor and Chancellor, to develop programs and activities and to provide advice on stewardship operational matters. The position is required to contribute to donor relations strategy development, review and reporting, with a focus on donor recognition, as well as contribute to identifying appropriate messaging and opportunities in Advancement and University-wide communications.

Reporting line: [Head of Donor Relations]

No. of direct reports: 0

No. of indirect reports: 0

Key Dimensions and Responsibilities:

Task level: Significant

Organisational knowledge: Significant

Judgement: Significant

Operational context: [University-wide]

OH&S and compliance: 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. These include general staff responsibilities and those additional responsibilities that apply for managers, supervisors and other personnel. Specific responsibilities for the role are available at <http://safety.unimelb.edu.au/topics/responsibilities/>.

Staff must comply with all relevant requirements under the University's risk management framework including legislation, statutes, regulations and policies.

Core Accountabilities:

- Develop and manage a range of specific programs and events to build engagement with the university's donor community and build on the culture of philanthropy
- Manage the University's donor recognition societies, including communications, engagement, reporting and evaluation
- Develop and manage systems and procedures to ensure appropriate recognition of donors in line with institutional policies and procedures, and provide leadership and advice on recognition matters to University colleagues
- Develop and deliver a range of special events for donors as part of the suite of donor recognition societies, within set timelines, resources and budget constraints
- Proactively identify unique and special opportunities for donors to engage with and be recognised by the University
- Ensure that processes are in place to enable relationship managers to use stewardship and engagement events for relationship building, including identification and clear briefing notes
- Undertake effective data management using the Advance database and coordinate system reporting requirements with Advancement Operations to track, monitor and evaluate donor recognition societies and donor engagement activities
- Manage the University-wide donor acknowledgement program in collaboration with Regular Giving and Financial Operations, including the program to welcome new donors, developing content for acknowledgement communication and managing the processes and guidelines to ensure timely acknowledgement of gifts
- Build effective and collaborative relationships within University of Melbourne Advancement to ensure services and systems are in place to support the donor engagement and recognition programs
- Supervision of staff and contractors onsite at events

Selection Criteria:

Essential

Education/Qualifications

1. The appointee will have a minimum bachelor degree in marketing, communications or public relations and subsequent experience in donor relations or stewardship, or a relevant degree with extensive level of experience in advancement, events and membership management, community relations or high-level customer service.

Knowledge and skills:

2. Demonstrated understanding of the principles of current international best practice in donor relations and its role in the fundraising cycle.
3. Extensive, demonstrated experience in planning, implementing and evaluating high-quality premium brand, loyalty or engagement programs, events, activities and communications.
4. Demonstrated experience working with complex data segmentation to deliver strategic objectives, preferably within a fundraising or relationship management environment.
5. Highly developed written communication skills, including the ability to produce accurate, professional and personalised correspondence and reports for a variety of clients and colleagues.
6. A high level of drive and initiative with a demonstrated ability to formulate, develop and implement new ideas to achieve strategic objectives.
7. Strong problem solving and project management skills including the ability to conduct strategic reviews of activities and processes, prioritise between competing deadlines and manage budgets effectively.
8. Highly-developed diplomacy and sound judgement and the ability to operation confidently to enable effective liaison with a wide range of internal and external stakeholders at a variety of levels.
9. Demonstrated experience in developing and delivering activities to achieve strategic goals and objectives in a collaborative manner across a large organisation.

Desirable:

- Experience using a fundraising or donor relations CRM
- Understanding of the university environment, including its administrative and decision making structures
- Demonstrated experience in staff supervision as well as knowledge and understanding of EHS and risk management issues
- Successful completion of First Aid certificate

Other job related information:

- A current, full, unrestricted work permit/visa for Australia is required
- Willingness to work flexible hours, especially in relation to attending after hours donor events
- Current driver's licence is required