



## POSITION DESCRIPTION

University of Melbourne Advancement

### Regular Giving Coordinator – Direct Mail

POSITION NO	0020939
CLASSIFICATION	PSC 7
SALARY	\$88,171 – \$95,444 p.a.
SUPERANNUATION	Employer contribution of 9.5%
WORKING HOURS	Full-time
BASIS OF EMPLOYMENT	Fixed-term for 2 years
OTHER BENEFITS	<a href="http://about.unimelb.edu.au/careers/working/benefits">http://about.unimelb.edu.au/careers/working/benefits</a>
HOW TO APPLY	Online applications are preferred. Go to <a href="http://about.unimelb.edu.au/careers">http://about.unimelb.edu.au/careers</a> , select the relevant option ('Current Staff' or 'Prospective Staff'), then find the position by title or number.
CONTACT FOR ENQUIRIES ONLY	Natalie Gibbs, Head of Regular Giving and Direct Marketing Tel +61 3 8344 2676 Email <a href="mailto:natalie.gibbs@unimelb.edu.au">natalie.gibbs@unimelb.edu.au</a> <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](http://about.unimelb.edu.au/careers)

## ***Position Summary***

Reporting to the Head of Regular Giving and Direct Marketing, the Regular Giving Coordinator – Direct Mail is responsible for assisting with the delivery of all regular giving programs to increase philanthropic giving to the University. This role will take on the Direct Mail (and supporting eDM and web/social content) and crowdfunding portfolios of work to gain support from individual donors; primarily alumni, staff, students and members of the wider University community.

Success is measured in income, donor numbers and in terms of acquisition, retention and reactivation rates. The annual giving program focuses on donations varying in size from a few dollars up to several thousand dollars.

The annual giving program currently solicits donations through direct mail (DM), electronic direct mail (eDM) and associated social media, a telethon program, staff giving, and an on-campus student appeal. These programs are undertaken on behalf of faculties and divisions across the University.

As a member of the Alumni and Stakeholder Relations Team and under the guidance of the Head of Regular Giving and Direct Marketing, the Regular Giving Coordinator – Direct Mail will contribute to the delivery of the calendar of activities with particular responsibility for the planning and delivery of DM appeals whilst also offering assistance in other Regular Giving initiatives.

### ***1. Key Responsibilities***

Under the guidance of the Head of Regular Giving and Direct Marketing the Regular Giving Coordinator – Direct Mail will:

- ▶ Coordinate the delivery of Direct Mail Appeals by:
  - ▶ Coordinating appeal logistics; including liaising with mail houses, ordering stationary etc.
  - ▶ Liaise with faculty and internal stakeholders in regards to seeking impact stories and gaining approval of content
  - ▶ Conducting the Quality Assurance of data in relation to DM appeals (with support from the Regular Giving Officer)
  - ▶ Determining segmenting and data strategies that support the strategic direction of the department
  - ▶ Be responsible for the development of appeal copy for DM, eDM, website amends and Social Media
  - ▶ Develop and maintain project budgets and projections for all DM initiatives
  - ▶ Creation of timelines for appeals from concept through to completion
  - ▶ Liaising with internal and external designers and stakeholders
  - ▶ Checking of letter copy and design collateral for any errors
  - ▶ Reporting on project success
- ▶ Assist in the delivery of Student Telethons by:
  - ▶ Occasional attendance during calling shifts (these often take place during the evening and at weekends)
  - ▶ Fulfilling requests for follow-up or additional information and dealing with post-call administration including checking, producing and mailing follow-up packs

- ▶ Ensure that Regular Giving initiatives support and complement each other and do not compete
- ▶ Find innovative ways to integrate initiatives with other departments to ensure that donor fatigue is reduced
- ▶ Other duties as assigned by the Head of Regular Giving and Direct Marketing

## ***2. Selection Criteria***

### **2.1 ESSENTIAL**

- ▶ Excellent written and verbal communication skills with strong attention to detail and copy writing experience both for DM and eDM purposes
- ▶ Knowledge of DM best practices in design, copy writing and segmentation
- ▶ High level of professional information technology skills, including a proficiency in Database Management and experience in Data Quality Assurance practices
- ▶ Experience in working on annual giving programs and/or fundraising initiatives
- ▶ Excellent organisational skills, including the ability to plan and prioritise work to meet deadlines, and to work calmly under pressure
- ▶ High level of organisational skills and the ability to exercise initiative and effectively prioritise workloads to meet competing deadlines
- ▶ Demonstrated capacity to work independently and as a team member
- ▶ Strong people skills with a high level of cross-cultural awareness and ability to liaise with a broad and diverse range of people
- ▶ A strong affinity for the institution

### **2.2 DESIRABLE**

- ▶ Experience working in a University, not-for-profit or similar organisation
- ▶ Experience liaising with Mail houses and knowledge of printing practices
- ▶ Familiarity with the Adobe suite of products, particularly InDesign and Photoshop
- ▶ Experience in the creation of eDMs within the Swift platform, or similar
- ▶ Knowledge of crowd funding practices

## ***3. Special Requirements***

- ▶ Willingness to undertake shifts of work outside standard office hours when needed
- ▶ The incumbent will be required to take a continuous improvement approach to their tasks and to propose, develop and implement on-going process improvements.

## ***4. Job Complexity, Skills, Knowledge***

### **4.1 LEVEL OF SUPERVISION / INDEPENDENCE**

The Regular Giving Coordinator – Direct Mail reports to the Head of Regular Giving and Direct Marketing who provides overall supervision, direction and guidance. The Regular Giving Coordinator – Direct Mail is expected to work with a high level of independence and self-direction and must establish effective working relationships with members of the Alumni and Stakeholder Relations team, as well as with faculty colleagues, external suppliers and committee members.

#### **4.2 PROBLEM SOLVING AND JUDGEMENT**

The Regular Giving Coordinator – Direct Mail is expected to prioritise and schedule his/her workload, sometimes with competing deadlines, to achieve the best outcome. The incumbent will also be expected to exercise judgment and respond appropriately to situations arising through interactions with current and prospective donors.

The Regular Giving Coordinator – Direct Mail is expected to serve as a responsible, ethical representative of the University of Melbourne in all official interactions on campus and in the broader community.

#### **4.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE**

The Regular Giving Coordinator – Direct Mail must have a broad understanding of the University financial, human resources, IT policies and procedures. They must also have a detailed understanding of University fundraising policies and procedures to achieve goals and deadlines appropriately and efficiently, and to manage relationships effectively with students, vendors, donors, university colleagues and alumni. The incumbent will be required to gain a broad understanding of relevant taxation and legislative compliance requirements.

#### **4.4 BREADTH OF THE POSITION**

Under the guidance of the Head of Regular Giving and Direct Marketing, the Regular Giving Coordinator – Direct Mail will be responsible for the planning and delivery of a number of components (as above) of the program.

### ***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 desire to strive 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/people/community/responsibilities-of-personnel>

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**

<http://advancement.unimelb.edu.au/>

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](http://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 always 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**

## 7.2 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>.

### 7.3 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.

## 7.4 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>