



POSITION DESCRIPTION

Melbourne Law School

Alumni Relations Manager

POSITION NO	0034538
CLASSIFICATION	PSC 8
SALARY	\$99,199 - \$107,370 p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full time 1 FTE
BASIS OF EMPLOYMENT	Fixed term until April 2021
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	Name Troy Hunter Tel +61 3 8344 8788 Email: troy.hunter@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

The Alumni Relations Manager is a key member of Melbourne Law School's Engagement and Marketing Team.

The Alumni Relations Manager is responsible for developing and implementing the School's alumni relations strategy, in line with the University's and the School's alumni relations and fundraising strategies. This Alumni Relations Manager is required to design and deliver an alumni program that includes engagement events, volunteer programs, communications and giving activities – all focused on maximising engagement with alumni and friends of the School.

The position will provide advice and guidance as well as direction in relation to best practice in alumni programming to senior management in Melbourne Law School (and Melbourne School of Government that we support).

The Alumni Relations Manager reports to the Melbourne Law School's Manager of Engagement and Marketing, as well as into the University Advancement team. The Alumni Relations Manager has one direct report in the Melbourne Law School and the Alumni Relations team of two works closely with the Advancement team at the University.

Melbourne Law School is Australia's number one Law school and has a significant fundraising target over the next five years as part of *Believe*, the University's giving campaign.

1. Key Responsibilities

1.1 STRATEGY AND PLANNING

- In consultation with senior leaders at Melbourne Law School, Melbourne School of Government, and the University's Advancement Office, develop and implement an alumni relations strategy, program and budget that supports the University's and School's alumni engagement and fundraising goals.
- Contribute to the development of the School's strategic objectives in collaboration with the University's Advancement Office.
- Implement, oversee and evaluate the development and delivery of the alumni relations program that targets alumni locally, nationally and internationally.
- Provide high level advice to staff regarding alumni activities and ensure all engagement activities are in accordance with University policies and procedures.
- Promote an effective liaison between the Melbourne Law School, staff in departments, centres and other operational units, with the Advancement team, to ensure consistency in the application of alumni relations policies and procedures.
- In partnership with other areas, secure alumni support for, and beneficial involvement in, School activities not confined to the Alumni Relations area, such as student recruitment, community outreach, fundraising and career mentoring.

1.2 ALUMNI ENGAGEMENT

- Review current segmentation and develop a model that provides meaningful engagement for alumni, prioritising those which help meet engagement and fundraising targets.
- Ensure that intelligence on prominent and noteworthy alumni, and other key alumni are recorded, updated and shared as appropriate on the Advance database and communicated to the relevant staff.
- Develop a range of specific programs to deepen and broaden engagement with different alumni demographics, with particular focus on recent graduates (0 to 10 years after graduation).
- Develop plans to increase the engagement of international and interstate alumni with the School.
- Identify opportunities for alumni to engage in activities to support current students such as mentoring and internships.

- Develop and support engagement initiatives to increase the number of alumni volunteers, including supporting the Melbourne Law School Mentor Program, researching and recruiting speakers for alumni events.
- Work with departmental staff to ensure alumni involved in academic programs as volunteers are recorded on the alumni database and given appropriate recognition.

1.3 PROFILING AND COMMUNICATIONS

- In collaboration with the Media and Communications team, develop and deliver a strong, targeted communications strategy with alumni to encourage alumni engagement, including undertaking regular reviews and revision of alumni communications.
- Contribute content for alumni and donor audiences as appropriate to communications in various media.
- In collaboration with the Media and Communications team, contribute to the production of the *MLS News* magazine and other alumni communications.
- Ensure alumni and community engagement activities for the School and University are promoted appropriately via all available channels. Identify opportunities to profile high profile and notable alumni through various media, including on websites.
- Liaise with appropriate marketing and student experience staff to promote the School alumni program to prospective and current students, including through identifying, engaging and/or profiling alumni in marketing and student activities.

1.4 TEAMWORK, SERVICE DELIVERY AND LEADERSHIP

- Work closely with other members of the Advancement team to achieve its goals and desired program outcomes.
- Demonstrate commitment to team development and maintenance of a professional work environment.
- Manage the performance and development of staff to build expertise and professional excellence.
- Undertake the performance development review process for direct reports ensuring PDF objectives are linked to objectives.
- Supervise fixed term and/or casual staff as required.
- Maintain and continuously develop professional knowledge and skills by keeping up to date with new developments relevant to the role and the organisation's broader perspective.
- Establish good working relationships with the Melbourne Law School Foundation Board, Research Centres, Academic Support Office, and relevant department staff, to identify networks that can be used to strengthen strategic engagement with a wider group of graduates and students.
- Participate in University and School committees and working groups as appropriate, including liaison with key internal and external stakeholders.
- Other duties as required.

2. Selection Criteria

2.1 ESSENTIAL

- Tertiary qualifications and extensive experience in a role with responsibility for alumni relations and stakeholder management, or an equivalent combination of relevant experience and education and/or training.
- An understanding of the principles of and current best practice in alumni relations and the relationship to fundraising, teaching and learning, preferably in an education environment.

- Demonstrated stakeholder management skills, including the ability to identify strategic advantage, to negotiate and influence to meet specified outcomes, and to develop and manage relationships at all levels.
- High-level interpersonal, verbal and written communication skills with the ability to tailor information to different audiences, liaising with and influencing a wide range of people, both internal and external to the organisation.
- Demonstrated ability to develop and operationalise strategy to achieve quality outcomes.
- Demonstrated ability to work on own initiative, exercise independent decision-making power and manage complex workloads in tight timeframes.
- Demonstrated ability to undertake research, analyse data, produce quality reports and identify new opportunities.
- Ability to work collaboratively and flexibly both in a team and independently in a complex environment with changing and competing demands.

2.2 DESIRABLE

- Knowledge of the tertiary education sector, particularly advancement.
 - A strong professional network in the university advancement community with current professional development training.
 - Proficiency with Customer Relationship Management systems and databases.
- Evidence of strong leadership skills with experience in managing people. Selection criteria

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Alumni Relations Manager will work under the direct supervision of the Manager, Marketing and Engagement and will work closely with the University's Advancement team. The incumbent will work independently to resolve day-to-day problems and will be expected to be proactive and to demonstrate initiative.

The Alumni Relations Manager will be expected to make a significant input into policy development relevant to Alumni Relations within Melbourne Law School and Melbourne School of Government, to maintain awareness of wider University activities as they affect the Schools, and to provide advice to senior staff of both Schools as appropriate.

The Alumni Relations Manager will be required to exercise a degree of independence in the management of workload and the prioritisation of tasks.

3.2 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

A detailed knowledge of the University's academic and administrative policies and procedures is required to ensure that key responsibilities are executed.

An understanding of issues affecting staff in an academic environment is important, along with the capacity to work with a range of people at different levels within the University, and externally.

The incumbent is expected to promote effective liaison and develop good working relationships to ensure consistency in the application of policies and procedures across the School and strengthen alumni engagement.

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 Schools at a variety of functions and interact in a professional and informed manner with individuals from a broad range of stakeholder groups.

3.3 RESOURCE MANAGEMENT

In consultation with the University Advancement team, the Alumni Relations Manager is responsible for preparing the annual Alumni Relations operational plan and budget

The incumbent will manage the budget expenditure related to Alumni Relations activities complying with the University's financial procedures.

3.4 BREADTH OF THE POSITION

The Alumni Relations Manager will communicate with a wide range of stakeholders including students, alumni, donor prospects, donors, University and School academic and professional staff. The incumbent is expected to liaise with staff at all levels across the University on matters related to the development of strategies for specific Alumni Relations programs, and to work closely with senior colleagues and external stakeholders. The incumbent will be required to have the full confidence of the Dean, senior School staff and Advancement colleagues.

4. *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.

5. *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.

6. *Other Information*

6.1 ORGANISATION UNIT – MELBOURNE LAW SCHOOL

www.law.unimelb.edu.au

Melbourne Law School is Australia's first all-graduate law faculty. Melbourne Law School was the first faculty in Australia to teach law, and awarded this country's first law degrees. The Law School is now fully graduate with its Juris Doctor for admission to practice recognised as a high level qualification in Australia and beyond. Coupled with the unrivalled excellence of the Melbourne Law Masters and its excellent Research Higher Degree programs, the Law School offers a unique opportunity for the integration of scholarship and teaching.

Its faculty is a vibrant community of creative scholars, committed to a highly collegial, research-intensive institutional life. The Law School has particular strengths in comparative analysis. It aims to integrate teaching with research and engagement activities and to engage with local, national and global communities.

The Law School is a single department faculty located in a custom designed building in University Square. The Law School has approximately 2,200 graduate students (including JD, Melbourne Law Masters and Research High Degrees).

Research

The international reputation of the School is closely linked to the range and quality of its research programs.

The School has several research Institutes, Centres, Networks and Groups which provide a focus for scholarly interaction, including:

ARC Laureate Program in Constitutional Law
ARC Laureate Program in International Law
Asian Law Centre (ALC)
Asia Pacific Centre for Military Law (APCML)
Centre for Comparative Constitutional Studies (CCCS)
Centre for Corporate Law and Securities Regulation (CCLSR)
Centre for Employment and Labour Relations Law (CELRL)
Centre for Indonesian Law, Islam and Society (CILIS)
Centre for Media & Communications Law (CMCL)
Competition Law and Economics Network (CLEN)
Centre for Resources Energy and Environmental Law (CREEL)
Civil Justice Research Group (CJRG)
Electoral Regulation Research Network (ERRN)

Family and Children's Law Network
Global Economic Law Network (GELN)
Institute for International Law and the Humanities (IILAH)
Intellectual Property Research Institute of Australia (IPRIA)
Obligations Group (OG)
The Tax Group
Transactional Law

6.2 UNIVERSITY OF MELBOURNE ADVANCEMENT (UOMA)

University of Melbourne Advancement (UoMA) 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

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

6.3 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>.

6.4 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.

6.5 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>