

## Position Description

### Annual Appeal Senior Officer

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<b>Position No:</b>	50111341
<b>Department:</b>	Alumni and Advancement Office
<b>School:</b>	Office of the Vice-Chancellor
<b>Campus/Location:</b>	Melbourne (Bundoora)
<b>Classification:</b>	Higher Education Officer Level 5 (HEO5)
<b>Employment Type:</b>	Full-time, Fixed Term
<b>Position Supervisor:</b>	Advancement Manager (Annual Giving)
<b>Number:</b>	50118800
<b>Other Benefits:</b>	<a href="http://www.latrobe.edu.au/jobs/working/benefits">http://www.latrobe.edu.au/jobs/working/benefits</a>

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Alumni and Advancement – <http://latrobe.edu.au/alumni>

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**For enquiries only contact:**

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## Annual Appeal Senior Officer

### Position Context

The Alumni and Advancement Office is responsible for philanthropic fundraising and for engagement with La Trobe University's alumni community (180,000 as at December 2015). The Alumni and Advancement Office is an outwardly facing unit of the University and engagement with stakeholders is a major element of most activities undertaken.

Based at La Trobe's Bundoora Campus, the position may require occasional travel to our other city and regional campuses.

To coincide with the 50<sup>th</sup> Anniversary of the University in 2017, La Trobe will be launching its first ever fundraising campaign. Alongside the campaign, the University is investing additional resources in its Annual Giving program, which traditionally consists of two appeals per year (tax appeal and end of year appeal), in addition to the Award winning Golden Lanyard Staff Giving Program. The intention is to develop and implement a rolling program of cultivation, solicitation and stewardship activities to support the appeals throughout the year. In recognition of the additional workload generated by the new annual appeals program, the University has identified a short-term need for a highly skilled administrator to support the Annual Giving program.

The Annual Appeal Senior Officer is required to support the Advancement Manager (Annual Giving) who has oversight of the Annual Giving Program. In addition, as appeals fundraising is largely focused on the generation of income for scholarships and support for La Trobe students, this position will be responsible for monitoring the establishment of processes so that donors can be provided with regular progress reports and updates to ensure they remain engaged with the University and its need for their support.

### Reporting to the Advancement Manager (Annual Giving) this position is responsible for:

- Assist with the development and delivery of the annual appeals strategy
- Support the delivery of two annual appeals, plus any special appeals as identified
- Provide assistance with the development and coordinate delivery of the Golden Lanyard Staff Giving Program
- Support the implementation of a structured donor relations program, including donor acknowledgement, recognition and stewardship in accordance with the size and type of donation
- Liaise with internal and external stakeholder where required to coordinate donor recognition events and related activities
- Ensure accurate records of donations, donors' personal information and any other data relating to annual appeals donors be kept up to date in accordance with the privacy guidelines
- Liaison and follow up with internal marketing and externally contracted creative agencies on delivery of campaign collateral and support materials
- Monitor the establishment of scholarships and student support funding based on revenue raised through annual appeals program
- Support the development of the Community Fundraising Program and provide advice and assistance to the alumni community who participate

- Act as first contact point and respond to annual giving queries (by phone, electronically or in person) about donations, community fundraising events and ensure enquiries are dealt with efficiently and effectively

**Duties at this level may include:**

- Requires judgement based on theoretical and technical knowledge pertaining to a range of differing situations. Exercises initiative in the application of systems and procedures
- Contributes to decision making by applying a thorough knowledge of a complex set of rules, activities or procedures to particular cases, to make recommendations for authorisation by more senior staff
- Assesses or conducts analysis, presents results and puts forward recommendations through the provision of briefings, presentations or written reports, to facilitate the interpretation of specific issues/problems and support decision making
- Identifies gaps or shortfalls in information and sources additional related information
- Monitors and maintains records/reports to meet both internal and external requirements
- Deploys assigned resources towards defined objectives and within defined limits of budget responsibility, to ensure operational and cost efficiency
- Ensures that resources are appropriately and efficiently managed
- Performs tasks/assignments which require proficiency in the work area's rules, regulations, processes and techniques, and how they interact with other related functions
- Has a sound knowledge of the impact of the activities undertaken on other related functions or sections
- May provide support by coordinating staff with a range of roles to play, including staff at more senior levels, to contribute to assignments or projects
- Has a detailed knowledge of policies, systems and procedures in own unit and understands how they relate to and impact on any related areas based on an understanding of relevant policies and systems in those related areas
- Liaises, communicates and builds relationships within La Trobe as well as with outside bodies, to support/represent School/Division/Department/Sub unit activities
- Identifies and makes recommendations (e.g. in policies and procedures) to contribute to the operational improvement of the School/Division/Department/Sub unit

**Key Selection Criteria**

- Completion of a degree without subsequent relevant work experience; or an equivalent combination of relevant experience and/or education/training
- Demonstrated ability to apply theoretical knowledge, to solve problems at degree level, in a straightforward way
- Demonstrated ability to provide interpretation, advice and decisions on rules and entitlements to a variety of stakeholders
- Excellent written and oral communication and interpersonal skills, including the ability to develop excellent working relationships with, colleagues, students and other stakeholders
- Demonstrated capacity to organise work effectively, efficiently and independently to deliver outputs in a timely manner and contribute positively to an effective team
- High-level proficiency in computer software packages including word processing spreadsheets, databases, electronic mail, and the use of the internet as a research tool
- Require judgement based on theoretical and technical knowledge and ability to exercise initiative in the application of systems and procedures

## **La Trobe Values**

At La Trobe we:

- take a world view
- pursue ideas and excellence with energy
- treat people with respect and work together
- are open, friendly and honest
- hold ourselves accountable for making great things happen

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For Human Resource Use Only

Initials:

Date: