THE UNIVERSITY OF MELBOURNE

University of Melbourne Advancement

Regular Giving Analyst

POSITION NO	0042707
CLASSIFICATION	PSC 7
SALARY	$88,171 - $95,444 p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full-time (1 FTE)
BASIS OF EMPLOYMENT	Continuing
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
HOW TO APPLY	Please DO NOT apply via the University website. We have engaged the consultancy Breen Recruitment to assist in this recruitment. To make a formal application, please send your resume and a covering letter addressing the Experience and Skills Required to wendy.lown@breenrecruitment.com.au using The University of Melbourne Regular Giving Analyst as your subject line.
CONTACT FOR ENQUIRIES ONLY	As above

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

Position Summary

Reporting to the Head of Regular Giving and Direct Marketing, the Regular Giving Analyst is responsible for supporting the delivery of all Regular Giving programs to increase philanthropic giving to the University. Working with Advancement services, you will generate descriptive, diagnostic and predictive reports and insights and utilise data amalgamation and enrichment techniques to perform deep dive analytics. You will be responsible for both the extraction of data and the analysis of said data whilst also maintaining the telethon calling database and advising on Regular Giving segmentation and marketing techniques; giving insights as to who to ask via what methods of solicitation.

The Regular Giving Analyst will assist in gaining support from individual donors; primarily alumni, staff, students and members of the wider University community to drive donors to the University. Success is measured in income and donor numbers, in terms of participation, acquisition and renewal rates. The Regular Giving programs' focus is on donations varying in size from a few dollars up to several thousand dollars.

The Regular Giving program currently solicits donations through a student-led telethon program, direct mail (DM), electronic direct mail (eDM) and associated social media, staff giving, and an on-campus student program. These programs are undertaken on behalf of and in conjunction with Faculties and divisions across the University

1. *Key Responsibilities*

Working under the guidance of the Head of Regular Giving and Direct Marketing and in collaboration with the Regular Giving Team and the Advancement Operations Team, the Regular Giving Analyst will:

- Extract data for use in contact lists, data analysis, benchmarking studies, behaviour modelling and determining segmentation methods etc.
- Generate insights and reports into Regular Giving initiatives, including developing analytical reports to show trends, patterns, correlations and outliers to increase philanthropic support to the University
- Perform Quality Assurance checks to ensure data is of a high quality
- Assist with the development of predictive analytic models to predict stakeholder behaviour
- Ensure that data segmentation enables initiatives to support and complement each other rather than compete or work at cross-purposes
- Find innovative ways to integrate initiatives with other departments to ensure that donor fatigue is reduced
- Develop and maintain the telethon caller management system, including pulling and uploading contact lists, correlating system data with database data and building of reports
- Advise on stakeholder audiences and segmentation methods for solicitation approach, giving channel and 'ask' amounts
- Other duties as assigned by the Head of Regular Giving and Direct Marketing

2. Selection Criteria

2.1 ESSENTIAL

- Demonstrated experience in the use of PL-SQL and/or advanced TSQL to extract data from CRM systems

- Degree or relevant experience in data and manipulation/analysis of data, particularly with data pertaining to stakeholder engagement

- High-level of analytical skills with experience in analysing data to make recommendations for gaining increased responses and reporting on multi-dimensional data structures (e.g. data cubes)

- Practical understanding of business statistics

- Professional working knowledge and experience in business intelligence (BI) reporting (i.e. Microsoft BI, COGNOS, Oracle BI etc.), and data visualisations using Power BI

- Excellent organisational skills, including the ability to plan and prioritise work to meet competing deadlines

- Demonstrated capacity to work independently and as a team member

2.2 DESIRABLE

- Experience working in a University or not-for-profit

- Experience maintaining telethon software and using data analysis in a Regular Giving environment

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Regular Giving Analyst reports to the Head of Regular Giving and Direct Marketing who provides overall supervision, direction and guidance. The Regular Giving Analyst is expected to work with a high level of independence and self-direction and must establish effective working relationships with members of the Regular Giving team, as well as with the Advancement Operations team.

3.2 PROBLEM SOLVING AND JUDGEMENT

The Regular Giving Analyst 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 serve as a responsible, ethical representative of the University of Melbourne in all official interactions on campus and in the broader community.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The Regular Giving Analyst 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 university colleagues.

3.4 BREADTH OF THE POSITION

Under the guidance of the Head of Regular Giving and Direct Marketing, the Regular Giving Analyst will be responsible for the extraction, manipulation and analysis of a number of data points to assist in growing each Regular Giving initiative.

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 desire to strive 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/people/community/responsibilities-of-personnel

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

The Regular Giving Team forms a part of the Alumni and Stakeholder Relations Department within University of Melbourne Advancement. The Department is made up of the following teams:

▸ Alumni Relations

- Regular Giving
- Communications
- Events

6.2 BUDGET DIVISION

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

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**

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