



## POSITION DESCRIPTION

University of Melbourne Advancement

### Manager Advancement Events

<b>POSITION NO</b>	0032810
<b>CLASSIFICATION</b>	PSC 8
<b>SALARY</b>	\$99,199 - \$107,370 p.a.
<b>SUPERANNUATION</b>	Employer contribution of 17%
<b>WORKING HOURS</b>	Full-time
<b>BASIS OF EMPLOYMENT</b>	Continuing
<b>OTHER BENEFITS</b>	<a href="http://about.unimelb.edu.au/careers/working/benefits">http://about.unimelb.edu.au/careers/working/benefits</a>
<b>HOW TO APPLY</b>	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.
<b>CONTACT FOR ENQUIRIES ONLY</b>	Sarah Banks Tel +61 3 8344 1440 Email <a href="mailto:sarah.banks@unimelb.edu.au">sarah.banks@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***

In 2013, the University of Melbourne launched its first fundraising campaign in sixty years and, in 2015, the Believe Campaign met its original philanthropic goal of raising \$500 million two years ahead of schedule.

Based on this remarkable success, the University decided to extend the Believe Campaign to 2021, expanding the fundraising target to \$1 billion and creating a new alumni engagement target alongside our philanthropic goal: we will engage 100,000 alumni as active supporters of the University by 2021.

The University has committed strongly to the Campaign and it represents one of the key priorities for activity to 2021. The management and delivery of an Advancement Events Program (which includes alumni engagement events in Australia and abroad, major Campaign events and various donor-oriented activities) is a major component of this work. As such, it requires an experienced events leader to marshal resources from inside and outside the organisation, with the knowledge of protocol and an understanding of working within Universities, to ensure extraordinary event experiences for our constituencies.

Reporting to the Deputy Director of Alumni and Stakeholder Relations and Head of Alumni Relations, the Manager Advancement Events will lead the coordination and delivery of alumni, Campaign and cultivation events. Working closely with the Alumni & Stakeholder Relations team, the Donor Relations team and members of the Advancement Leadership Team, the incumbent will deliver major events that connect alumni and major potential donors with the University. With an extensive knowledge of, and networks across, the University, this role will drive improvements in the coordination of alumni and donor events that will impact on future years.

The Manager Advancement Events will play a pivotal role in ensuring that all University-wide Advancement events are coordinated in the context of the Campaign, that there is consistent quality and that there is a focus on delivering events that provide exceptional experiences for alumni, donors and potential donors to the standard expected of a world-class institution. The incumbent will be responsible for maintaining and sharing best practice and event related resources across the Advancement team.

The University-wide Advancement Events Program is defined as:

- ▶ The ongoing suite of alumni events locally, interstate and internationally
- ▶ Various events for donors and prospects locally, interstate and internationally

In managing the Advancement events program, the incumbent will be a key member of the Alumni and Stakeholder Relations (ASR) team and will have supervisory responsibility for one staff person, the Advancement Events Officer. The role will work closely and collaboratively with the managers of the ASR team, and will also collaborate closely with the Donor Relations team in the Development portfolio within Advancement.

The incumbent will be accountable for the successful management of each event. This will rely on developing a collaborative approach and negotiating for resource allocation, drawing on expertise from events, alumni relations and donor relations, and on mentoring staff in the conduct of each event. The incumbent, with the support of the Deputy Director Alumni and Stakeholder Relations, will play an important role in ensuring clarity of responsibilities and negotiating workloads via the appropriate management structures with these other areas of the University.

## 1. Key Responsibilities

Under the direction of the Deputy Director of Alumni and Stakeholder Relations and the Head of Alumni Relations, the Manager Advancement Events will play the lead role in ensuring consistency and coordination for University-wide Advancement events:

- ▶ As part of the Alumni and Stakeholder Relations team, assist to develop and implement the University's Advancement strategy and the Campaign goals to raise \$1 billion and engage 100,000 alumni as supporters by 2021.
- ▶ Manage the delivery of University-wide Advancement Events, assuming responsibility for the excellent quality and standard of every event in the program.
- ▶ Develop operational plans for the coordination and delivery of the University-wide Advancement Events Program.
- ▶ Ensure that for all events:
  - ▶ Staff resource is assigned, staff are briefed on roles and responsibilities
  - ▶ Briefings, program and running sheets are produced and provided with suitable advance notice
  - ▶ Protocol advice and information is provided to all stakeholders
  - ▶ There is appropriate senior representation to welcome distinguished guests
  - ▶ Effective risk management plans have been considered
  - ▶ All security and traffic arrangements are in place
  - ▶ Electronic and hard copy letters are generated within two weeks of the event
  - ▶ Post event reports are produced and circulated.
- ▶ Liaise with event organisers across the campus to maximise opportunities for productive collaboration in support of the Campaign.
- ▶ Ensure that Advancement events reflect the brand, strategy and goals of both the Campaign and the University; develop a package of appropriate event related recourses to support faculty and other event colleagues.
- ▶ Acts as the source of advice on protocol, providing detailed and professional advice on matters raised.
- ▶ Develop and maintain close relationships with members of the Senior Advancement Leadership Team (SALT) and other relevant leaders at the University, colleges and affiliates involved with the Campaign.
- ▶ Mentor other members of the Advancement team involved with events, in protocol, event management and stakeholder management.
- ▶ Ensure that accurate and up-to-date guests lists and event registration processes are in place to capture and report on attendance information on the Advance database.
- ▶ Manage the University-wide Advancement Events Program to budget and on time.
- ▶ Evaluate each event and report on outcomes to the Deputy Director, Alumni and Stakeholder Relations.

## 2. Selection Criteria

### 2.1 ESSENTIAL

- ▶ A tertiary qualification and/or subsequent relevant experience in event management.

- ▶ Proven ability and experience in events planning and management and operational planning, and the organisational skills to ensure successful delivery of programs and services.
- ▶ High-level verbal and written communications skills, including a demonstrated creative ability to deliver high quality and creative events.
- ▶ Demonstrated experience in managing large / high profile / complex events and activities within designated budgets, including managing suppliers, allocating resources and the recruitment and management of volunteers.
- ▶ Demonstrated experience managing and evaluating budgets and ensuring that program of activities can run effectively within a budget envelope.
- ▶ High level interpersonal skills, including the ability to build relationships, handle sensitive information with sound judgement, and effectively communicate and negotiate with internal and external stakeholders at all levels.
- ▶ Well-developed organisational and planning skills, including the ability to use initiative, prioritise tasks in consultation with stakeholders, and meet strict deadlines.
- ▶ Demonstrated problem-solving skills with the ability to deliver creative solutions.
- ▶ Demonstrated ability to work successfully in a service delivery environment with a flexible approach and adaptability to changing circumstances.
- ▶ High level IT skills and proficiency in a range of computer applications, including the Microsoft Office suite, Event Management programs and experience using CRM databases.

## 2.2 DESIRABLE

- ▶ A sound understanding of Advancement principles in a tertiary sector context.
- ▶ Experience managing and developing staff.
- ▶ Demonstrated knowledge and a clear understanding of how alumni/donor engagement through events facilitates further Advancement opportunities.

## 3. Special Requirements

- ▶ Work outside normal business hours will be required for events.
- ▶ Occasional travel outside of Melbourne may be required.

## 4. Job Complexity, Skills, Knowledge

### 4.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Deputy Director of Alumni and Stakeholder Relations provides broad direction. Manager Advancement Events works under moderate supervision and must have the confidence and support of the Senior Advancement Leadership Team (SALT), Head of Donor Relations, senior academic, volunteer leaders and Advancement professionals. They must be able to provide sound, timely and accurate advice on all events and protocol related issues.

The incumbent must be able to address speedily and effectively any problems that could have a detrimental effect on the organisation of events.

It is essential that the Manager Advancement Events fosters positive, quality relationships with key University personnel, external stakeholders and staff with whom the position is coordinating and working.

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

The effect of advice provided by the Manager may have an impact beyond the immediate work area and therefore requires sound judgement to be exercised in deciding an appropriate course of action. The Manager must have the ability to exercise judgement about the strategic value of events and where appropriate seek advice from the Deputy Director or members of SALT about the appropriate level of protocol and effort required. They should also be able to exercise judgement about who should receive what information.

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

The Manager must have, or must promptly develop, experience in and advanced knowledge of the higher education sector, with an emphasis on the areas of protocol standards and event management techniques incorporating issues such as cultural, cross cultural and security considerations. The Manager requires the ability to develop and implement systems to aid the running of University special events.

#### **4.4 RESOURCE MANAGEMENT**

The Manager is responsible for negotiating defined work responsibilities and resources from a range of dispersed events managers (in effect, "internal service providers"). The incumbent will ensure clarity of expectations and goals so that performance objectives are met. The Manager is responsible for managing cost effective budgets and managing expenditure for events in a way which is consistent with the status and priority of the event.

#### **4.5 BREADTH OF THE POSITION**

This is a broad event based position, involving events with a University-wide impact and the potential to influence or damage the public image of the University. The Manager will interact with a broad range of University staff at all levels, together with a wide variety of external stakeholders and will be guided by policy, precedent and professional standards.

### ***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 service 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/topics/responsibilities/>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

## 7. Other Information

### 7.1 UNIVERSITY OF MELBOURNE ADVANCEMENT

<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 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**

## 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>