

# POSITION DESCRIPTION

University of Melbourne Advancement

## Regular Giving Officer – Data and Marketing

<b>POSITION NUMBER</b>	0042707
<b>PROFESSIONAL CLASSIFICATION STANDARD/SALARY</b>	PCS 7 - \$85,189 - \$92,216 per annum
<b>SUPERANNUATION</b>	Employer contribution of 17%
<b>EMPLOYMENT TYPE</b>	Full-time (continuing) position available
<b>HOW TO APPLY</b>	Go to <a href="http://about.unimelb.edu.au/careers">http://about.unimelb.edu.au/careers</a> , under Current staff or Prospective staff, select the relevant option ('Current Opportunities' or 'Jobs available to current staff') and search for the position by title or number.
<b>CONTACT FOR ENQUIRIES ONLY</b>	<p>Natalie Gibbs, Head of Regular Giving and Direct Marketing</p> <p>Tel +61 3 8344 2676</p> <p>Email <a href="mailto:natalie.gibbs@unimelb.edu.au">natalie.gibbs@unimelb.edu.au</a></p> <p><i>Please do not send your application to this =</i></p>

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

## 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 of Melbourne employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Find out more about the University's strategy, 'Growing Esteem', at <http://about.unimelb.edu.au/strategy-and-leadership>

## ADVANCEMENT

[www.unimelb.edu.au/advancement](http://www.unimelb.edu.au/advancement)

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 100,000 alumni as supporters by the end of 2021. Led by Campaign Chairman, Mr Allan Myers AO QC, the Campaign is the largest initiative of its kind in the Asia-Pacific region.

## **ABOUT THE ROLE**

### **Position Purpose:**

Reporting to the Head of Regular Giving and Direct Marketing, the Regular Giving Officer – Data and Marketing 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 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 Officer 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 program's 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.

Reporting line: Head of Regular Giving and Direct Marketing\*

No. of direct reports: 0

No. of indirect reports: 0

### **Key Dimensions and Responsibilities:**

Task level: Moderate

Organisational knowledge: Minimal

Judgement: Moderate

OH&S and compliance: 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. These include general staff responsibilities and those additional responsibilities that apply for managers, supervisors and other personnel. Specific responsibilities for the role are available at <http://safety.unimelb.edu.au/topics/responsibilities/>.

Staff must comply with all relevant requirements under the University's risk management framework including legislation, statutes, regulations and policies.

### **Core Accountabilities:**

- Generate insights and reports into Regular Giving initiatives, including developing analytical reports to show trends, patterns, correlations and outliers to be utilised to increase philanthropic support to the University
- Advise on stakeholder audiences and segmentation methods for solicitation approach, giving channel and 'ask' amounts
- Coordinate the development of predictive analytic models in order to predict stakeholder behaviour
- Be responsible for ensuring that Regular Giving 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
- Assist with telethon call assignments and approvals when needed along with Quality Assurance checks
- Other duties as assigned by the Head of Regular Giving and Direct Marketing
- Required to take a continuous improvement approach to his/her tasks and to propose, develop and implement on-going process improvements

### **Selection Criteria:**

#### **Education/Qualifications**

1. The appointee will have a degree (e.g. statistical analytics / communications / marketing / project management) or relevant experience in data and manipulation, particularly with data pertaining to stakeholder engagement and using languages such as SWL and TSQL

#### **Knowledge and skills:**

2. Deep understanding and knowledge in customer relationship management (CRM) systems, processes and customer relationship data
3. Demonstrated experience and knowledge in high-level analytical skills
4. Practical understanding of business statistics
5. Ability to advise on appropriate segmentation models in relation to audience and communication channel
6. High level of skills in analysing and reporting on multi-dimensional data structures (i.e. data cubes)
7. Practitioner level experience in business analysis
8. Professional working knowledge and experience in business intelligence (BI) reporting (i.e. Microsoft BI, COGNOS, Oracle BI etc), and data visualisations using Power BI

9. Practitioner level understanding of developing and analysing relational and multi-dimensional entity relationship diagrams
10. Ability to solve problems and show initiative
11. Excellent organisational skills, including the ability to plan and prioritise work to meet competing deadlines
12. Demonstrated capacity to work independently and as a team member
13. A strong affinity for the institution
14. Experience working in a University or not-for-profit is desirable
15. Experience maintaining telethon software and reporting on regular giving initiatives as well as using data analysis in a Regular Giving environment is also desirable

**Other job related information:**

Willingness to work outside standard office hours when required.