

POSITION DESCRIPTION

University of Melbourne Advancement

Regular Giving Coordinator - Telethon

POSITION NUMBER	0042706
PROFESSIONAL CLASSIFICATION STANDARD/SALARY	PCS 7 - \$85,189 - \$92,216 per annum
SUPERANNUATION	Employer contribution of 9.5%
EMPLOYMENT TYPE	Full-time (fixed-term) position available for 6 months (possibility for extension) Fixed term contract type: Replacement staff member
HOW TO APPLY	Go to http://about.unimelb.edu.au/careers , 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.
CONTACT FOR ENQUIRIES ONLY	Natalie Gibbs, Head of Regular Giving and Direct Marketing Tel +61 3 8344 2676 Email natalie.gibbs@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:
<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

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 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 Coordinator – Telethon is responsible for assisting with the delivery of all Regular Giving programs (with a particular focus on the telethon) to increase philanthropic giving to the University by gaining support from individual donors, alumni, staff, students and members of the wider University community. Success is measured in income and donor numbers in terms of participation, acquisition and renewal rates.

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 Faculties and divisions across the University.

As a member of the Alumni and Stakeholder Relationships Team, the Regular Giving Coordinator - Telethon will contribute to the delivery of the calendar of activities with particular responsibility for the planning and delivery of the student telethon program whilst also offering assistance in other Regular Giving initiatives.

Reporting line: Head of Regular Giving and Direct Marketing*

No. of direct reports: 0

No. of indirect reports: 31 to 40

Key Dimensions and Responsibilities:

Task level: Moderate

Organisational knowledge: Moderate

Judgement: Limited

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:

- Contribute to the delivery of Student telethons by:
 - Assisting with the development of Telethon strategies including structure and practices
 - Coordinating the delivery of telethon appeals with a strong concentration on donor acquisition, retention, reactivation and upgrade
 - In partnership with the Regular Giving Officer – Data and Marketing, determine segment and data strategies that support the strategic direction of the telethon
 - Conducting the Quality Assurance of data in relation to telethon appeals
 - Supervising student callers and leadership teams including advertising for roles, interviews, training and professional development sessions (e.g. monitoring and providing constructive feedback sessions)
 - Completing daily call assignments prior to, and QA of call data after each Telethon shift
 - Fulfilling requests for follow-up or additional information from donors / prospective donors and dealing with post-call administration including checking, producing and mailing follow-up packs
 - Be responsible for the development of telethon scripts and collateral (e.g. student caller survival guide) related to the telethon appeals
 - Develop project budgets and projections for telethon initiatives
 - Creation of timelines for telethon appeals from concept through to completion
 - Reporting on project outcomes
- Contributing to the delivery of Direct Mail Appeals and the Student Giving Program by:
 - Assisting with the Quality Assurance of data
 - Assisting with the logistics for DM and eDM appeals (i.e. liaising with mail-house and designers, stationary requirements etc.)
 - Assisting with logistics for student giving programs (i.e. assisting at student led events)
- Ensure that Regular Giving initiatives support and complement each other and do not compete or work at cross-purposes
- Find innovative ways to integrate initiatives with other departments to ensure that donor fatigue is reduced
- Assist with responding to communication received from external and internal stakeholders regarding Regular Giving initiatives
- Other duties as assigned by the Head of Regular Giving and Direct Marketing.

Selection Criteria:

Education/Qualifications

1. The appointee will have an appropriate tertiary qualification (e.g. Marketing / Communications / fundraising / project management), with fundraising, marketing and/or communications experience

Knowledge and skills:

2. Experience in working in a call centre or telethon / phonathon environment or in face to face fundraising
3. Excellent communication skills with a strong attention to detail
4. Excellent organisational skills, including the ability to plan and prioritise work to meet deadlines and to work calmly under pressure
5. Demonstrated experience in managing a diverse and high achieving team
6. Understanding and ability to motivate students
7. Strong people skills with a high level of cross-cultural awareness and ability to liaise with a broad and diverse range of people
8. Demonstrated capacity to work independently and as a team member
9. High level of professional information technology skills, including a proficiency in Database Management
10. A strong affinity for the institution
11. Experience working in a University / not-for-profit will be highly regarded.

Other job related information:

1. During telethon calling weeks the incumbent will be required to work evenings (Mon-Thu) and Saturdays which will make up 'usual hours'
2. Willingness to undertake shift of work outside of standard office hours at other times as required.