

POSITION DESCRIPTION

Position Title	Donor Relationship Manager		
Organisational Unit	Marketing and External Relations		
Functional Unit	Advancement		
Nominated Supervisor	National Manager Sponsorship and Advancement		
Higher Education Worker (HEW) Level	HEW 8	Campus/Location	Sydney , Melbourne or Brisbane
CDF Achievement Level	1 All Staff	Work Area Position Code	TBA
Employment Type	Full-time / Part-time (0.9 FTE), Continuing	Date reviewed	December 2017

ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

Mission Statement: *Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.*

Australian Catholic University (ACU) is both a Catholic University and a public institution within the Australian higher education sector. ACU is an inclusive community which welcomes students and staff of all beliefs. The University is committed to a strong Catholic ethos and seeks to foster and promote teaching and learning, research and scholarship, and community engagement in the Christian tradition. As valued members of our community, all staff members are expected to have an understanding of ACU's [Mission](#) and values and to demonstrate an active contribution to them.

The University shares with universities worldwide a commitment to quality in teaching, research and service. It aspires to be a community characterised by free enquiry and academic integrity.

The University chooses to focus on areas of teaching and research that are closely connected with its particular character as a University that is Catholic, public and national. The focus areas are Theology and Philosophy, Health, Education, and the Common Good and Social Justice.

ACU has over 2,500 staff supporting more than 34,000 students across seven campuses – Adelaide, Ballarat, Brisbane, Canberra, Melbourne, North Sydney and Strathfield.

The structure to support this complex and national University consists of:

- Vice President
- Pro Vice-Chancellor Assisting the Vice-Chancellor and President
- Provost
- Chief Operating Officer & Deputy Vice-Chancellor
- Deputy Vice-Chancellor, Research
- Deputy Vice-Chancellor, Students, Learning and Teaching

Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Directorate of Identity and Mission drives both the Identity and the [Mission](#) of the University. In addition, five Associate Vice-Chancellors and Campus Deans focus on the University's local presence and development of the University at the local 'campus' level.

The University pursues performance excellence and offers an environment where staff are valued and rewarded. Staff are expected to demonstrate a commitment to continuous improvement and to participate fully in resolving issues to achieve and maintain quality standards relevant to role. Further information about a career with ACU is available at www.acu.edu.au.

ACU is committed to diversity and social inclusion in its employment practices. Applications from Aboriginal and Torres Strait Islander people, people with disabilities and people from culturally diverse groups are encouraged.

ABOUT THE MARKETING AND EXTERNAL RELATIONS DIRECTORATE

The Marketing and External Relations (MER) directorate, under the leadership of the Director of MER, encompasses Communications and Creative Services, Future Students and Advancement, and Digital Experience.

MER plays a key role in profiling and positioning ACU as a first choice among its diverse community and stakeholder groups, including potential students, Catholic and corporate partners, donors, alumni and staff.

The Marketing and External Relations directorate's primary objectives are to:

- Position and promote ACU as an attractive and first-choice study destination;
- Enhance and steward ACU's brand and reputation;
- Provide a valued and valuable service to the University community.

The directorate provides a range of services across the following areas: integrated marketing, media relations, advertising, design, internal and corporate communications, alumni engagement, student recruitment, fundraising, digital experience, and events management.

POSITION PURPOSE

The Donor Relationship Manager is responsible for the initiation, growth and stewardship of strong person-to-person relationships with key stakeholders that support ACU's education, research and Mission. Working with a strategic focus, this position identifies potential partnerships and development/fundraising opportunities that lead to mutually beneficial outcomes for ACU and our stakeholders.

The position develops and sustains relationships through the initiation and coordination of projects, campaigns and activities that raise support for the University's advancement and fundraising priorities. This role collaborates with the University Executive and other University staff to engage with internal and external stakeholders in order to achieve nominated fundraising targets.

This position is critical in driving and supporting the achievement of plans around all aspects of the ACU Foundation, stakeholder growth and partnerships (especially our Catholic Partners) – as well as supporting and contributing to the Alumni Program.

POSITION RESPONSIBILITIES

Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU Strategic Plan 2015-2020
- Catholic Identity and Mission
- ACU Capability Development Framework
- Higher Education Standards Framework
- ACU Service Principles
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence

The [Capability Development Framework](#) in particular is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

Key responsibilities

Key responsibilities specific to this position	Relevant Core Competences (Capability Development Framework)	Scope of contribution to the University			
		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓
Work with the National Manager Sponsorship and Advancement to develop and deliver the philanthropic strategy for ACU that achieves agreed targets.	<ul style="list-style-type: none"> Be Responsible and Accountable for Achieving Excellence Apply Commercial Acumen 				✓
Proactively engage and collaborate with academic leaders to identify projects that require philanthropic support and foster productive relationships for ACU.	<ul style="list-style-type: none"> Collaborate Effectively Be Responsible and Accountable for Achieving Excellence Apply Commercial Acumen 				✓
Collaborate with the Alumni Relations team to identify prospective donors and steward ongoing alumni donor relationships.	<ul style="list-style-type: none"> Collaborate Effectively Apply Commercial Acumen 			✓	
Build and manage a personal portfolio of 100 prospects that have made or have the potential to make \$10,000+ commitment and develop long term relationships with these individuals to identify and deepen their interest in ACU.	<ul style="list-style-type: none"> Be Responsible and Accountable for Achieving Excellence Apply Commercial Acumen 	✓			
Prepare complex proposals, solicitation letters and other cultivation materials and stewardship information for major gifts prospects and donors.	<ul style="list-style-type: none"> Be Responsible and Accountable for Achieving Excellence Apply Commercial Acumen 	✓			
Lead the development of gift ideas and strategies, in collaboration with Advancement colleagues and academic leaders.	<ul style="list-style-type: none"> Be Responsible and Accountable for Achieving Excellence 	✓			✓

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		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓
Work across the University, developing strong relationships with senior stakeholders to foster support of and compliance with a systematic whole of University approach to fundraising.	<ul style="list-style-type: none"> • Apply Commercial Acumen • Make Informed Decisions • Communicate with Impact 				✓
Actively contribute to timely and insightful reporting in the CRM, ensuring a comprehensive source of data for all prospect and donor engagements, and tracking donor 'moves management' from acquisition and cultivation to loyalty.	<ul style="list-style-type: none"> • Collaborate effectively • Apply Commercial Acumen • Know ACU Work Processes and Systems 	✓			
Work across the Marketing and External Relations directorate to brief and coordinate integrated marketing and communication programs that support the philanthropic program.	<ul style="list-style-type: none"> • Collaborate Effectively • Be Responsible and Accountable for Achieving Excellence 			✓	
Represent the University at relevant events that strengthen donor relationships and also key senior internal stakeholder relationships aligned with philanthropy and the Marketing and External Relations Directorate.	<ul style="list-style-type: none"> • Communicate with Impact • Deliver Stakeholder Centric Service 				✓

HOW THE ROLE OPERATES

Key Challenges and Problem Solving

Building close relationships with key internal and external stakeholders and actively engaging them in ACU's philanthropic programs

Acting with a sense of urgency and encouraging others within the University to do so when opportunities to advance University philanthropic programs are presented.

Identifying and cultivating partners to support ACU teaching, research and community engagement priorities.

Decision Making / Authority to Act

The position holder works autonomously in the development, day-to-day management and implementation of advancement programs and defers to the National Manager Sponsorship and Advancement for more complex and high priority matters.

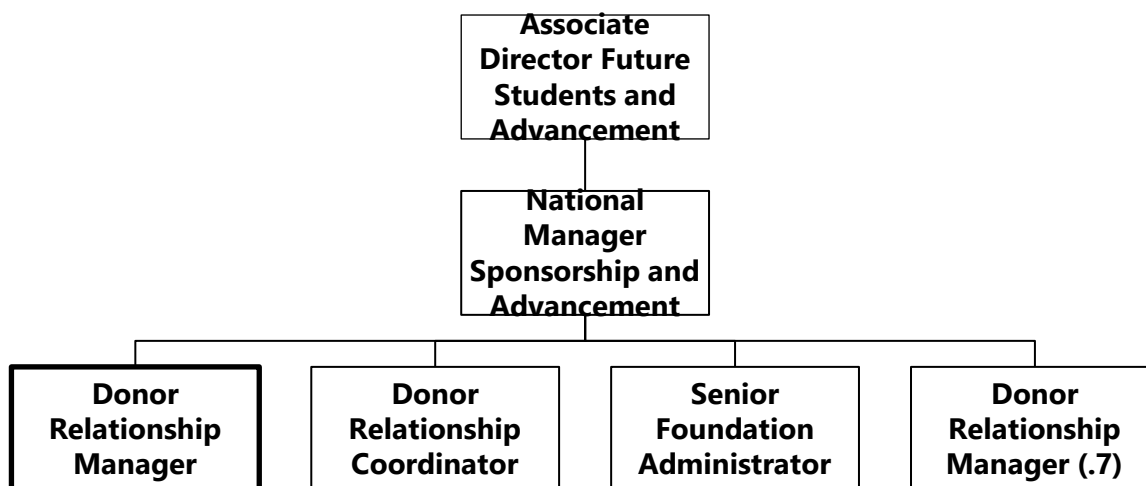
This position holder has substantial autonomy in developing new initiatives, campaigns and strategies to engage with prospective donors locally and nationally.

Communication / Working Relationships

The position holder will be required to communicate with senior staff across the University to coordinate local and national programs and activities.

The position holder will communicate with internal and external stakeholders to measure current service levels for philanthropic programs, and discuss strategies to better align activities with University goals.

Reporting Relationships



For further information about structure of the University refer to the [organisation chart](#).

SELECTION CRITERIA

Qualifications, skills, knowledge and experience

1.	Completion of, or progress towards, a postgraduate qualification in marketing or communication or a related discipline, or an equivalent combination of education/training and experience developing and implementing fundraising programs, preferably within the higher education sector.
2.	Demonstrated experience developing and managing fundraising and donor stewardship programs that support organisational goals and meet agreed performance targets, preferably within the higher education sector.

Core Competencies (as per the [Capability Development Framework](#))

3.	Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values.
4.	Understanding of the business environment in which ACU operates and demonstrated ability to adopt an organisational wide point of view to seize opportunities and improve commercial viability.
5.	Demonstrated ability to work collaboratively with stakeholders internal and external to the organisation to capitalise on all available expertise in pursuit of excellence.
6.	Demonstrated ability to communicate with impact and purpose to gain the support of others and negotiate for mutually beneficial outcomes.
7.	An ability to take personal accountability for achieving the highest quality outcomes through an understanding of organisational context, self-reflection, and aspiring to and striving for excellence.

8.	Demonstrated experience sourcing and interpreting business information to make informed, evidence-based decisions.
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Other attributes

9.	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.
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