

Position Description

Snr Coordinator, Data & Advancement Services

Position No:	NEW
Business Unit:	Office of the Vice Chancellor
Department:	Alumni and Advancement Office
Classification Level:	HEO7
Employment Type:	Full-time, Continuing
Campus Location:	Bundoora
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Position Context/Purpose

The Alumni and Advancement Office (AAO) is responsible for philanthropic fundraising and engagement with La Trobe University's alumni community (225,000 as at June 2021). The AAO is an outwardly facing unit of the University and engagement with stakeholders is a major element of most activities undertaken. The office undertakes major gift fundraising, alumni engagement and giving, donor stewardship and bequests. In June 2022 the University re-launched its fundraising campaign, *Make the Difference*, having reached its initial goal of \$100 million with the renewed aim to raise a further \$100 million by 2027.

Reporting to the Manager, Data and Advancement Services, the position of Senior Coordinator, Data and Advancement Services, supports the development of data sets/segmentation and reporting solutions acting as a key point of contact for data and reporting queries in the AAO. The incumbent understands the requirements for data usage and possible limitations in technical/application expertise to deliver solutions that support business processes and ensures data integrity. Utilising the Alumni and Advancement bespoke CRM, Raisers Edge, the position uses tools such as Business Objects and PowerBI to build queries and present data that brings to life the AAO Strategy and Campaign requirements. The role holds responsibility for supporting and delivering the short course growth strategy targeting Alumni, building and delivering data segments and reporting metrics to drive revenue generation through alumni recruitment in short courses across La Trobe.

Duties at this level will include:

Generic duties:

- Applies technical knowledge to bring together diverse and sometimes conflicting information to solve new or one-off problems.
- Responsible for independently monitoring, reviewing and developing data sets and reports in own functional area.
- Anticipates customer needs/requests, identifying opportunities and offering solutions to address the issue at hand.
- Provides data and reporting advice to others. May be recognised within the Department as an expert in a specialised area of technical complexity.
- Independently monitors, reviews and develops reporting templates and data segmentations in own functional area.
- Negotiates solutions where a range of interests have to be accommodated, often requiring working with contributors with different areas of expertise.

Specific duties/accountabilities of this position:

- Manage the Short Course programme of works including data input, data segmentation for schools, reporting and promotion (EDMs) to ensure revenue generation and growth in accordance with university strategy for alumni recruitment into short courses.
- Provide day-to-day database administration of RE, RE NXT and Campaign Monitor, focusing on the support of Campaign activities, working closely with the Manager, Data and Advancement Services, Associate Director, Services and Support, colleagues and Blackbaud software support.
- Responsible for the provision of weekly and monthly data reports, including scorecard, fundraiser activity, and principle gift reports, shared to the AAO.
- Responsible for the provision of Fundraising Appeal datasets and reports as they occur across the annual cycle of Appeals.
- Responsible for the completion of the 'invalid email cleanup', ensuring that all emails and any corresponding data information is updated and relevant.

- Anticipates data management issues and maintains systems daily, ensuring any technical issues are trouble shot as they arise. Liaises with Blackbaud support in order to ensure appropriate maintenance of systems supporting AAO activity.
- Carry out configuration changes to systems to meet business and process needs, as directed by the Manager, Data and Advancement Services and/or the Associate Director, Services and Support.
- Provide ad-hoc data requests, including queries and exports of data as appropriate.
- Responsible for data entry of all 'new graduate' updates from SIS One into the AAO CRM.
- Responsible for the Live Alumni data updates and connection addition, ensuring these are imported into the CRM in a timely manner and in accordance with Alumni Relations needs.
- Provide support to the 360 Project (replacement of the AAO CRM) during 2023, specifically in data migration activity and audit.
- Undertake other duties commensurate with the classification and scope of duties of the position as required by the Manager, Data and Advancement Services, Associate Director, Advancement Services and/or Chief Advancement Officer.

Essential Criteria

Skills and knowledge required for the position

- An undergraduate degree in any area relevant to the position with at least 4 years subsequent experience; or extensive experience and management expertise; or an equivalent alternate combination of relevant knowledge, training and/or experience.
- Excellent interpersonal skills, especially the capacity to work collaboratively and cooperatively in small teams.
- Demonstrated organisation and problem-solving skills, with an ability to manage several different projects concurrently.
- Demonstrated high level of self-motivation and personal management skills.
- Proven ability to focus on objectives rather than procedures and precedents..
- Demonstrated experience in project management in the tertiary sector or a related field.
- Demonstrated ability to manage multiple stakeholders to achieve stated outcomes.

Specific skills and knowledge required for this position:

- Demonstrated ability in data analytics and data segmenting to meet specific requirements.
- Advanced user of Raisers Edge Classic and Raisers Edge NXT.
- Demonstrated ability in the use of Power BI, Business Objects and other data reporting tools.
- Advanced skills in Microsoft Excel.
- Knowledge of financial structures and procedures as they apply to philanthropy and fundraising.
- Basic ability in website/webpage building and development.

Capabilities required to be successful in the position

- Ability to work collaboratively, demonstrate inclusivity and tailor communication in a way that is meaningful to the audience – consistently modelling accountability, connectedness, innovation and care.
- Knowledge of own strengths, weaknesses and biases – modifying behaviour, based on self-reflection and feedback, to respond to others with empathy and act on feedback to improve knowledge, skills and behaviour.
- Ability to align individual and University goals and create a safe, inclusive, high-performing culture – modelling and enabling accountability, connectedness, innovation and care.
- Ability to make sense of data to inform decision-making – building a culture in which staff members actively contribute to the continuous improvement of local practices.

Essential Compliance Requirements

To hold this La Trobe University position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
- take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

Other Information

The position description is indicative of the initial expectation of the role and subject to changes to University goals and priorities, activities or focus of the job.

Position Flexibility

La Trobe University is committed to providing a diverse, inclusive and respectful working environment for all staff. We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

Why La Trobe:

- Develop your career at an innovative, global university where you'll collaborate with community and industry to create impact.
- Enjoy working on our inspiring and stunning campuses – the perfect hub for industry, students and academics
- Help transform the lives of students, partners and communities now and in the future

This is more than just a job. Working at La Trobe offers opportunities to demonstrate excellence and transform lives.

Here, you'll join exceptional people, partners and communities, who power our operations with ambition and purpose.

We are forward-looking and culturally inclusive. We continuously review, improve and transform our processes to embrace new, flexible approaches. That means you'll always have the opportunity to succeed and make a difference.

La Trobe's Cultural Qualities:



We are accountable

We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.



We are connected

We connect to the world outside – the students and communities we serve, both locally and globally



We are innovative

We tackle the big issues of our time to transform the lives of our students and society.



We care

We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities

For Human Resource Use Only

Initials:

Date: