



Position Description

Development Officer (Alumni Relations)

Advancement Office

Office of the Vice Chancellor

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| Classification | Level 6 |
| Delegation band | Delegations and Authorisations Policy (see Section 3) |
| Special conditions | Travel will be required to successfully perform in this role, including overnight stays, as well as weekend and after hours work. |
| Workplace agreement | Charles Sturt University Enterprise Agreement |
| Date last reviewed | April 2022 |



About Charles Sturt University

Purpose

The Wiradjuri phrase *yindyamarra winhanganha* means the wisdom of respectfully knowing how to live well in a world worth living in. This phrase represents who we are at Charles Sturt University – our ethos. It comes from traditional Indigenous Australian knowledge, but it also speaks to the vision of the university – to develop and spread wisdom to make the world a better place.

Vision

Charles Sturt University is set to undergo a decade of great reform that will see the university characterised by these key elements:

- An uncompromising drive towards excellence in every aspect of its operations
- A far-reaching strategic re-positioning of teaching, learning, research, and innovation
- A cementing of our position as Australia's pre-eminent rural and regional university

The overarching aim is to consolidate our institution so that it is demonstrably more resilient and sustainable by the end of the decade.

Goals

To deliver on our Purpose and Vision, the university has three key goals:

1. Maintain the university's position in the top five Australian universities for graduate outcomes based on employment and salary
2. Embed a culture of excellence across all aspects of the university's operations
3. Exponential growth in research, development, and innovation income in our chosen areas, delivering high impact outcomes for regional Australia

Our values

Charles Sturt has a proud history and is fortunate to have an outstanding group of diverse, passionate, and engaged people working with us. Our values of insightful, inclusive, impactful, and inspiring guide our behaviours and ways of working to help us achieve our ethos of creating a world worth living in.

Performance measures

In addition to the principal responsibilities senior leaders will be required to contribute to the success of the university strategy including meeting the eight key university key performance indicators:

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| Our Students | Commencing Progress Rate Student Experience |
| Our Research | Research Income Research Quality and Impact |
| Our People | All Injury Frequency Rate Engagement |
| Our Social Responsibility | Underlying Operating Result Community and Partner Sentiment |



The Advancement Office

The Advancement Office is responsible for raising, maintaining and advancing the national and international profile of the University in the areas of fundraising and alumni relations.

The Office aims to secure philanthropic support by building mutually beneficial relationships which increase understanding of, and support for, its goals and objectives among its key constituents, including alumni and friends, government policymakers, the media, corporations, foundations, members of the community and philanthropic entities of all types.

Organisational chart



Reporting relationship

This position reports to: Associate Director, Development and Alumni Relations

This position supervises: Nil



Key working relationships

- Development Officer (Major Gifts)
- Development Officer (Fundraising)
- Advancement Services Officer
- Faculty and Divisions
- Alumni

Position overview

The Development Officer (Alumni Relations) provides support for and deliver the University's alumni relations programs and activities. This involves the delivery of strategies to keep alumni connected with each other and the University, encouraging and promoting the professional development of alumni on an individual level, and keeping the alumni community aware of the University's developments and needs, including fundraising opportunities and achievements.

It is the Development Officer (Alumni Relations) role to take responsibility ensuring relationships with Faculty members, alumni, donors and other key stakeholders are developed and nurtured. This is to be achieved by reinforcing a work ethic of excellent customer engagement and relationship management which is considered mutually beneficial.

Principal responsibilities

- Connect and unite our alumni with each other, with the University, and with their networks and communities in ways which build mutually beneficial relationships and enhance their professional and personal life. This includes through all social media and professional social media networks.
- Engage alumni in a range of events and activities that instil a sense of belonging and promote lifelong relationships with the University.
- Manage the promotion of the University to Alumni and supervise the Alumni Facebook account and all other means of social media relating to the role.
- Recognise and celebrate the achievements of our alumni along with the achievements of the University.
- Develop, maintain and support a range of benefits and services that add value to our alumni throughout their careers and in their personal lives.
- Develop and implement fundraising strategies and processes that meet institutional priorities, including: philanthropy, bequests, scholarships, prizes, annual donor, staff and capital giving, and major gifts.
- Advise on policy and governance relating to alumni relations and engagement activities.
- Maintain an accurate and up to date database of stakeholder details, with the ability to contact, utilising the University's Customer Relationship Management system.



Role-specific capabilities

This section comprises capabilities from the Charles Sturt Capability Framework.

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| Innovative | With creativity at our core, be open to new ideas and seek to find better ways. |
| Take action | Weigh up risks and make prompt decisions, backing ourselves and each other (delivery of strategies, projects). |
| Network | Bring people together and build relationships that deliver desired benefits and outcomes. |
| Present and communicate information | Speak clearly and fluently, express opinions, make presentations, respond to an audience, show credibility. |
| Write and report | Write clearly, succinctly and correctly, convince through writing, avoid jargon, structure information. |
| Plan and organise | Set objectives, plan, establish contingencies, manage time, resources and people, monitor progress. |

Physical capabilities

The incumbent may be required to perform the following.

- Work in other environments beyond your base campus, such as other campuses.
- On occasion drive a university vehicle distances up to 500km per day within the terms of the university's [Driver Safety Guidelines](#)
- Perform in an accurate and timely manner push/pull, reaching, grasping, fine manipulation tasks, including lifting items up to 10kg.
- Work additional hours, including evenings and weekends, from time to time.



Selection criteria

Applicants are expected to address the selection criteria when applying for this position.

Essential

- A. A degree, normally with 2 or more years' subsequent relevant experience to consolidate the theories and principles learned; or extensive experience (e.g. an Associate Diploma with at least 4 years' subsequent relevant experience), leading to either the development of specialist expertise or to the development of broad knowledge, in technical or administrative fields; or an equivalent level of knowledge gained through any other combination of education, training and/or experience.
- B. Experience in campaign and event coordination and management, incorporating project and time management skills and demonstrated attention to detail.
- C. Experience in utilising customer relationship management systems and content management systems, social media and other digital and mobile technologies.
- D. Outstanding written and verbal communication skills and an ability to represent the University professionally to a broad cross-section of the community, business and government. This includes excellent customer service skills and the ability to manage relationships both internally and externally within a large organisation.
- E. Strong analytical and problem-solving skills and the capability to think strategically to source solutions and advice, along with the ability to initiate innovative ideas in engaging alumni and donor prospects for further fundraising development.

Desirable

- F. Experience in the higher education sector.
- G. Experience in Alumni Relations.

