



POSITION DESCRIPTION

Engagement & Marketing
Melbourne Law School

Alumni Support Officer

POSITION NO	0034539
CLASSIFICATION	HEW 5
SALARY	\$68,892 - \$79,130 p.a.
SUPERANNUATION	Employer contribution of 17%
EMPLOYMENT TYPE	Full time (continuing) position available
OTHER BENEFITS	http://hr.unimelb.edu.au/careers/working/benefits
CURRENT OCCUPANT	Vacant
HOW TO APPLY	<p>Online applications are preferred. Go to www.jobs.unimelb.edu.au and use the Job Search screen to find the position by title or number.</p> <p>Indigenous Australians seeking support to apply for this vacancy are encouraged to contact the University by emailing their contact details to law-hr@unimelb.edu.au</p>
CONTACT FOR ENQUIRIES ONLY	<p>Troy Hunter</p> <p>Tel +61 3 8344 8788</p> <p>Email troy.hunter@unimelb.edu.au</p>

For information about working for the University of Melbourne, visit our websites:

hr.unimelb.edu.au/careers
joining.unimelb.edu.au

Position Summary

The Alumni Support Officer is a key staff member in the Engagement and Marketing Unit, responsible for supporting the development and implementation of the Melbourne Law School (MLS)'s alumni engagement program.

The Alumni Support Officer reports to the Alumni Relations Manager, and will play an integral role in assisting the management of key networks and stakeholder groups critical for the delivery of the MLS Alumni Relations Program nationally and internationally.

This role is responsible for the ongoing maintenance of MLS data integrity on the University's alumni Customer Relationship Management system (ADVANCE), including pre- and post-event data recording, prospect researching and updating personal information. The incumbent is expected to demonstrate an aptitude for extracting and analysing complex data from a range of CRM systems, bringing together information enabling reporting to senior executives, Advisory Boards and other key stakeholders.

The Alumni Support Officer will support the promotion and execution of alumni events, as well as the sourcing and creation of alumni-related content for MLS' various communications channels (print and digital).

The role requires close liaison with staff across the Engagement and Marketing Team, school departments and research centres and the Dean's Office. In addition to the events listed above, this role is responsible for assisting with other events run by the Engagement and Marketing Team as required.

Highly developed interpersonal communication skills, attention to detail and accuracy, discretion and sound judgement are critical to this role given the nature of the work undertaken. A commitment to the delivery of high-quality work, reflective of the prestige of the University and MLS brand, is essential.

1. Selection Criteria

1.1 ESSENTIAL SELECTION CRITERIA

- ▶ A relevant degree in communications, marketing or a related field; or an equivalent combination of relevant experience and/or education/training.
- ▶ Sound knowledge of advancement and alumni relations principles and practices, and their interrelationship with communications, marketing and engagement.
- ▶ Excellent interpersonal communication skills and demonstrated experience in working with a variety of stakeholders at all levels, internal and external to the organisation, with ability to maintain discretion and confidentiality at all times.
- ▶ Some experience in writing and/or editing digital and print marketing content, such as newsletters and direct mails, as well as working across professional social media platforms, such as LinkedIn and Twitter.
- ▶ Evidence of excellent organisational and time management skills and the ability to prioritise competing demands and meet deadlines.
- ▶ Evidence of experience in events coordination, including logistics management, speaker and guest liaison and working with suppliers.

- ▶ Experience in CRM data management with strong proficiency in Microsoft Office Suite and advanced level Microsoft Excel skills. Awareness of how data informs decisions on programs and communications.
- ▶ Exceptional customer service skills and a strong client focus, as demonstrated by problem solving and relationship building.

1.2 DESIRABLE

- ▶ Competency in web editing and working in a web environment using content management tools such as Squiz Matrix.
- ▶ Knowledge of the University's policies and procedures.
- ▶ Strong level of digital literacy, including knowledge of University IT Systems and Customer Relationship Management Systems such as Advance.
- ▶ Developing strategic thinking and analytical skills, with general understanding of business and operational planning.

2. Core Accountabilities

- ▶ Work with the Alumni Relations Manager to assist with the delivery, measurement and review of the MLS Alumni Relations Strategic and Operational Plan. Make suggestions for improvement.
- ▶ With guidance from the Alumni Relations Manager, take lead role in the planning and delivery of various alumni events.
- ▶ Act as the MLS key officer for maintaining the alumni CRM. Ensure intelligence on alumni, prospective donors and sponsors is recorded in the MLS's relevant databases accurately and in a timely manner. With guidance from the Alumni Relations Manager, conduct periodic analysis on MLS alumni data and produce reports as required. Establish and maintain positive relationships with stakeholder groups including but not limited to: MLS alumni, internal staff members, suppliers, national and international networks, leading to an increased understanding of the legal industry and beyond.
- ▶ Produce regular electronic direct mails and event invitations targeted to MLS alumni.
- ▶ Take lead role in managing the MLS Alumni email inbox by responding to alumni enquires in a professional and timely manner.
- ▶ Conduct regular research on the background of MLS alumni by monitoring external information sources. Prepare background briefings and reports on Alumni and stakeholder groups.
- ▶ Produce regular electronic direct mails and event invitations targeted to MLS alumni.
- ▶ Ensure the Alumni and Giving section of the MLS website is updated regularly.
- ▶ Work with the MLS Communications Team to provide alumni content for social media, such as Facebook, LinkedIn and Twitter.
- ▶ Assist with major MLS Events including but not limited to MLS Awards, graduations, Orientation, Dean's Welcome and Open Day.
- ▶ Take lead in delivering the Alumni Seminar Series.
- ▶ Assist in management and stewardship of relevant committees/boards.
- ▶ May need to undertake job tasks in MLS outside this role as required.

- ▶ Oversee compliance and quality assurance management, in line with requirements under the University's risk management framework including OH&S, legislation, statutes, regulations and policies.

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The incumbent works under general direction from the supervisor providing critical support to the activities of MLS. The incumbent will work with the Alumni Relations Manager to deliver the team's key objectives. This role will undertake related tasks as requested by the Alumni Relations Manager is expected to plan, organise and schedule work independently to ensure that deadlines and agreed outcomes are met.

3.2 PROBLEM SOLVING AND JUDGEMENT

The Alumni Support Officer needs to exercise sound judgement in a collaborative style that fosters teamwork and collaboration beyond the immediate team. A high degree of professional judgement is required as the incumbent will routinely make independent decisions in managing their day to day work, often with changing priorities.

The incumbent must be able to demonstrate excellent customer service skills in all aspects of their work

These skills are equally essential to responding effectively to senior School staff about progress against ongoing engagement plans and handling the unique demands of the School's most significant supporters. Well-attuned problem solving skills and excellent research and reporting skills are also required, as is the capacity to proactively identify, manage and resolve problems.

The Alumni Support Officer is required to build and manage relationships with the School's distinguished alumni community. It is therefore critical that the incumbent has the ability to relate to highly sensitive and confidential personal matters, ensure utmost discretion in communications with both internal and external constituents, process multiple points of view and maintain strict confidentiality.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent is required to have a sound knowledge of advancement and alumni relations principles and practices. With experience in relationship management, marketing, communications or similar, the incumbent is expected to contribute as a team member to the strategic planning processes, interpret and implement policy and carry out other duties as required. The position is required to represent the School at a variety of functions and interact in a professional and informed manner with individuals from a broad range of stakeholder groups.

The occupant works closely with other members of Engagement and Marketing Team and is required to develop strong working relationships with key academic and professional staff in the Melbourne Law School and the University's Advancement Unit.

They will ideally have knowledge of the legal profession and/or the higher education sector.

4. Other Information

4.1 BUDGET DIVISION

www.law.unimelb.edu.au

Melbourne Law School is Australia's first all-graduate law school. MLS was the first School in Australia to teach law, and awarded this country's first law degrees. MLS has now committed itself to build on our more than 150 year history of excellence and innovation by shifting from undergraduate legal education to the global standard, graduate level Juris Doctor degree. Coupled with the unrivalled excellence of the Melbourne Law Masters and its internationally renowned Research Higher Degree programs, MLS offers a unique opportunity for the integration of scholarship and teaching.

Its faculty is a vibrant community of creative scholars, committed to a highly collegial, research-intensive institutional life. MLS has particular strengths in cross-disciplinary and comparative analysis. It aims to integrate teaching with research and engagement activities and to engage with local, national and global communities.

MLS is a single department school, located in a custom designed building in University Square. The MLS has approximately 2,200 graduate students (including JD, Melbourne Law Masters and Research High Degrees).

4.2 THE UNIVERSITY OF MELBOURNE

The University of Melbourne is a leading international university with a tradition of excellence in teaching and research. With outstanding performance in international rankings, Melbourne is at the forefront of higher education in the Asia-Pacific region and the world. The University of Melbourne is consistently ranked among the world's top universities. Further information about our reputation and global ranking is available at www.futurestudents.unimelb.edu.au/explore/about/reputation-rankings

Established in 1853, shortly after the founding of Melbourne, the University is located just a few minutes from the centre of this global city. The main Parkville campus 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.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded. Further information about working at The University of Melbourne is available at hr.unimelb.edu.au/careers.

4.3 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement. www.growingesteem.unimelb.edu.au

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic

breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs.

<http://www.unimelb.edu.au/research/research-strategy.html>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.

Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.

Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of *Research at Melbourne: Ensuring Excellence and Impact to 2025*.

4.4 EQUITY AND DIVERSITY

Another key priority for the University is access and equity. The University of Melbourne is strongly committed to an admissions policy that takes the best students, regardless of financial and other disadvantage. An Access, Equity and Diversity Policy Statement, included in the University Plan, reflects this priority.

The University is committed to equal opportunity in education, employment and welfare for staff and students. Students are selected on merit and staff are selected and promoted on merit.

4.5 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at www.unimelb.edu.au.

5. Occupational Health and Safety (OHS)

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.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/topics/responsibilities/>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.