



## POSITION DESCRIPTION

Advancement  
Chancellery

### Campaign Transition Manager

<b>POSITION NO</b>	0049979
<b>CLASSIFICATION</b>	UOM 8
<b>SALARY</b>	\$103,409 - \$111,927 per annum
<b>SUPERANNUATION</b>	Employer contribution of 9.5%
<b>WORKING HOURS</b>	Full-time (1 FTE)
<b>BASIS OF EMPLOYMENT</b>	Fixed-term until October 2021
<b>OTHER BENEFITS</b>	<a href="https://about.unimelb.edu.au/careers/staff-benefits">https://about.unimelb.edu.au/careers/staff-benefits</a>
<b>HOW TO APPLY</b>	Online applications are preferred. Go to <a href="http://about.unimelb.edu.au/careers">http://about.unimelb.edu.au/careers</a> , select the relevant option ('Current Opportunities' or 'Jobs available to current staff'), then find the position by title or number.
<b>CONTACT FOR ENQUIRIES ONLY</b>	James Allan Tel +61 3 8344 8578 Email <a href="mailto:allan.j@unimelb.edu.au">allan.j@unimelb.edu.au</a> <i>Please do not send your application to this contact</i>

For information about working for the University of Melbourne, visit our website:  
[about.unimelb.edu.au/careers](http://about.unimelb.edu.au/careers)

## ***Position Summary***

Reporting to the Director, Alumni and Stakeholder Relations and working closely with Believe + Beyond Project Leads within University of Melbourne Advancement, the Campaign Transition Manager is responsible for driving, coordinating and monitoring the development and implementation of specific projects designed to help Advancement maximise the success of the *Believe* Campaign in its culminating year and then to thank Campaign supporters and demonstrate the impact of their support once we've achieved our Campaign goals.

The *Believe + Beyond Campaign Transition Project* will include coordinating various programs of work designed to engage specific cohorts of alumni, donors and other stakeholders through 2020 and 2021, both off campus and on, as well as the alignment of various stewardship and communications activities. Done well, this work will help Advancement sustain momentum through this period and allow us to leverage our successes as a launch-pad to build momentum for the future.

This is a fixed term contract from March 2020 to October 2021.

### ***1. Key Responsibilities***

#### **1.1 PROJECT MANAGEMENT AND PLANNING**

- ▶ Serve as senior level project manager responsible for the Believe + Beyond Campaign Transition Project, and working in collaboration with other project and program leads, guide efforts to develop, manage and implement specific plans for engaging the University's alumni, donors and campus community to maximize the success of the Believe campaign in its culminating year and then to thank Campaign supporters and demonstrate the impact of their support once we've achieved our Campaign goals
- ▶ Define the scope of the B+B Campaign Transition Project in collaboration with senior management. Develop project charters, create a detailed work plan of all sub-projects and activities, work streams and budget, reviewing and revising as and if required
- ▶ Work with Director, Alumni & Stakeholder relations, colleagues across Advancement and within the broader University community to coordinate the involvement of various stakeholder groups in planning for B+B
- ▶ In collaboration with VP Advancement, the Senior Advancement Leadership Team, other relevant stakeholders and staff, maximize the participation of Senior Leadership including the Vice-Chancellor, Chancellor, Provost, Deputy Vice-Chancellors and Deans, negotiating internal processes and structures to gain necessary buy-in from key stakeholders within the University
- ▶ Working with other relevant staff, analyse complex reports and/or financial information to support decision-making in relation to the B+B project
- ▶ Develop and implement an approvals process to ensure that all B+B project materials are appropriately vetted and approved
- ▶ Convene B+B project meetings to track progress on implementation
- ▶ Work with key University-wide teams within Advancement tasked with strategic and tactical delivery (Marketing Communications, Donor Relations, Alumni Relations, Regular Giving, Operations) to ensure leads are assigned for each activity and that project plans are created for more complex projects and incorporated into operational plans for 2020 and 2021 for execution

- ▶ Work with Faculty-based Advancement staff to ensure all relevant items are incorporated into operational plans, key stakeholders are involved and aware of timelines, branding guidelines, etc.
- ▶ Maintain oversight of all planned B+B activities to ensure consistent delivery, messaging and branding
- ▶ Check-in with activity leads regularly and attend project meetings as needed to ensure consistent messaging and to share information across teams
- ▶ Manage overall B+B Campaign Transition Project budget, checking in with leads to see how actual costs are tracking against planned budget and confirming staffing needs with teams as plans progress
- ▶ Monitor any B+B budget shortfalls and communicate to project sponsor as needed (at present, not all recommended activities have funding sources identified)
- ▶ In consultation with senior leadership and UoMA departments, provide B+B Campaign Transition Project support in the development of new communications and engagement initiatives, where required

## 1.2 STAKEHOLDER MANAGEMENT

- ▶ Serve as main point person to communicate planned B+B Campaign Transition activities and progress on those activities to internal and external stakeholders and foster opportunities for collaboration:
- ▶ Act as conduit between all activities (Marketing Communications projects, Donor Relations projects, Campaign Projects and Operations, faculty integration, brand development etc.)
- ▶ Provide secretariat support for the *Believe + Beyond* Advisory Group, including the drafting of agendas, minute taking and monitoring the progress of action items
- ▶ With guidance from the Director, Alumni and Senior Advancement Leadership Group, engage college-based Advancement staff along with staff from the Melbourne Business School, Melbourne Theatre Company and other University affiliates in B+B activities by presenting at various forums and/or in one-on-one meetings. Share information with colleges and affiliates on planned end-of-campaign activities and recommended ways for them to integrate these activities into their BAU work

## 1.3 COMMUNICATION, MONITORING AND REPORTING

- ▶ Report regularly on all tactics and B+B Campaign Transition Project execution and timelines
- ▶ Ensure all recommended activities are implemented by assigned teams
- ▶ Prepare reports for Advancement and University leadership (VC, Campaign Chairs, University Executive, Council) as needed on planned end-of-campaign activities and progress on these activities, ensuring appropriate consultation with other reporting forums such as Campaign Chairs Group.
- ▶ Present at AIX, SPARK, Heads & Deputies, AR leaders, and other internal fora on planned end-of-campaign activities and progress on these activities throughout 2020 and 2021. Provide updates as we approach targets and reach other relevant milestones
- ▶ Ensure all internal stakeholders and senior University leadership are appropriately briefed prior to events and key communications activities

## **2. Selection Criteria**

### **2.1 ESSENTIAL**

- ▶ Bachelor's degree and a minimum six years' relevant experience, preferably in higher education (or a comparably complex organization) with a focus on development, stewardship, alumni relations, advancement services or related field.
- ▶ Demonstrated Project Management experience within a large and complex organisation. Exemplary track record of taking initiative, leading large complex projects, managing project budgets, working in a fast-paced matrixed environment and handling multiple and changing priorities simultaneously.
- ▶ Experience working with members of a senior leadership team, working on committees with multiple stakeholders.
- ▶ Strong data analysis skills including experience gathering, organising and analysing data and communicating/presenting results and recommendations in a succinct fashion to key stakeholders.
- ▶ Outstanding communication skills and exceptional attention to detail and follow-through; ability to effectively communicate with both internal and external constituents.
- ▶ Ability to assess needs, collaborate and deliver practical solutions that drive results. Strong interpersonal skills and the capacity to listen effectively and sensitively to a broad range of diverse stakeholders.
- ▶ Proven ability to appropriately manage sensitive and confidential information.

### **2.2 DESIRABLE**

- ▶ Experience working in Higher Education
- ▶ Experience working within in Fundraising, Alumni Relations, Donor Relations or Advancement Services / Operations

## **3. Job Complexity, Skills, Knowledge**

### **3.1 LEVEL OF SUPERVISION / INDEPENDENCE**

The incumbent will work under the broad direction of the Director, Alumni & Stakeholder Relations and work closely with Project Leads within Advancement, Chancellery and Academic Divisions.

The incumbent will have a high level of authority, while regularly reporting to the supervisor, collaborating closely with other colleagues within University of Melbourne Advancement and across the wider University. They will operate in a highly ethical environment and needs the maturity and confidence to represent the University externally, as required, and be an exemplar to the community and University colleagues. Failure to do so places the University's reputation with stakeholders in serious jeopardy.

### **3.2 PROBLEM SOLVING AND JUDGEMENT**

The Campaign Transition Project Manager is expected to effectively project manage, monitor and report on in the delivery of the various projects and workstreams associated with the culmination and celebration of the Believe Campaign.

The incumbent will need to be able to deal with high levels of organisational complexity, and be required to demonstrate leadership, skills and sound judgement in the solving of operational challenges and management of internal and external relationships.

The incumbent must also be able to conceptualise new approaches and strategies and be responsive to changing circumstances. The incumbent will be required to exercise a high degree of independence in the management of workload and the prioritisation of tasks. In representing University of Melbourne Advancement, the incumbent is expected to operate in a professional capacity, establishing and maintaining relationships on an appropriate basis.

### **3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE**

The position requires a sound knowledge of the University's strategic directions and a detailed understanding of the inter-relationships within the University especially as they apply to Advancement. A strong commitment and knowledge of the University of Melbourne will be a critical success factor. Additionally, the incumbent will need to act in an ethical and highly professional manner at all times to maintain the corporate integrity of the University of Melbourne.

### **3.4 RESOURCE MANAGEMENT**

The Campaign Transition Project Manager is responsible for managing resources allocated for the purposes of Campaign culmination and celebration activities and work streams and must have experience and knowledge in planning and managing of financial resources.

### **3.5 BREADTH OF THE POSITION**

The incumbent is expected to liaise with staff at all levels across the University in the driving, coordinating and monitoring the development and implementation of various Campaign culmination and celebration activities and work streams, and to work closely with senior colleagues and external stakeholders.

## ***4. Equal Opportunity, Diversity and Inclusion***

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create

an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Growing Esteem.

## 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:

<https://safety.unimelb.edu.au/people/responsibilities-of-personnel>

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

## 6. Other Information

### 6.1 ORGANISATION UNIT

UNIVERSITY OF MELBOURNE - ADVANCEMENT

[www.unimelb.edu.au/advancement](http://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](http://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 with 100,000 alumni by the end of 2021. The Campaign is the largest initiative of its kind in the Asia-Pacific region.

#### UoMA's Vision – Partnering for Impact

Advancement is a **catalyst** that leads to positive impact on the University, the city, the state, Australia and the world.

#### Mission

We do this in deep and genuine partnership with our generous alumni, supporters and academic colleagues.

To do this we will work in partnership with:

- **Academic and professional colleagues** to identify, curate, hone and present wonderful philanthropic and engagement opportunities that support our outstanding researchers, teachers and students and the spaces in which they live and work
- **Donors** to match and connect these opportunities to their passions

- **Alumni, friends and current students** to develop mutual and lifelong benefit by sharing skills, expertise and networks

### Guiding Principles

- We are '**One Advancement**' working together towards collective goals
- We are driven both by **university strategies** and the opportunities presented by **our supporters' passions**
- We strive for outcomes through **strong partnerships that deliver impact** – both with university colleagues and with our community stakeholders
- We create opportunities for the university to come together with supporters to **make a difference in the world** and benefit the communities with whom we engage
- We build **enduring, purposeful relationships** that are stakeholder-centric and mutually-beneficial
- Our decision making and resource allocation are based on **expert knowledge, research insights and data**
- We recognise the impact of both **financial and non-financial contributions**
- We **operate sustainably** at both the organisational and personal levels

### Foundation Values

Our work will be guided always by our Values:

- **Integrity** – we are honest, trustworthy, understanding and sincere
- **Collaboration** – we are supportive of each other and work as a team toward improved collective outcomes
- **Innovation** – we prize creativity and act with courage to progress our objectives
- **Professionalism** – we are committed, focused, accountable, respectful and proud of the work we do

### Behaviours

We look to encourage the following behaviours across Advancement:

- **Prioritise** based on our strategic direction and purpose
- **Don't go it alone** – explore and exchange expertise, knowledge and institutional memory with colleagues across Advancement
- Be willing to **innovate and test new approaches**
- Support each other to **think, speak and act courageously** in pursuit of the best outcomes
- Be **responsive and decisive** taking both personal and collective **accountability**

## 6.2 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 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 <http://about.unimelb.edu.au/careers>

### 6.3 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. <https://about.unimelb.edu.au/strategy>

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.

<https://research.unimelb.edu.au/research-at-melbourne/our-strategy>

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.



## 6.4 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 <https://about.unimelb.edu.au/strategy/governance>