



DEPUTY DIRECTOR, GIVING PROGRAMS

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| DEPARTMENT/UNIT | External Relations, Development and Alumni (ERDA) |
| FACULTY/DIVISION | Vice-Chancellor and President |
| CLASSIFICATION | HEW Level 10A |
| WORK LOCATION | Clayton campus |

ORGANISATIONAL CONTEXT

Monash is a university of transformation, progress and optimism. Our people are our most valued asset, with our academics among the best in the world and our professional staff revolutionising the way we operate as an organisation. For more information about our University and our exciting future, please visit www.monash.edu.

The **External Relations, Development and Alumni portfolio (ERDA)** works collaboratively across the University to initiate, grow and steward strong person-to-person relationships with key stakeholders that support Monash University's research and education endeavours. To fulfil our mission, ERDA oversees a range of activities including fundraising, alumni relations, external engagement, donor programs, and community engagement activities for the University, nationally and internationally. The division sits in the Office of the President and Vice-Chancellor.

Within ERDA, the Development team's main goal is to mobilise unprecedented levels of philanthropic support, together with alumni and volunteer talent in support of Monash's leading capabilities. Our work delivers outcomes that significantly enhance the University's profile and resources. The launch of the 'Change It. For Good' campaign, with goals of raising \$500m from 50,000 donors and doubling the number of bequests made to the University, signals a new scale of ambition for the University to inspire our community to effect positive and lasting change through Monash. To learn more about ERDA, visit www.monash.edu/erda.

POSITION PURPOSE

The Deputy Director, Giving Programs has accountability for the University's 'Change It. For Good' campaign goal of building a community of 50,000 donors by 2022. This strategic goal is unrivalled by any other Go8 university.

The position has responsibility for the strategic planning and delivery of the University's program of appeals including telephone, mail, email, challenge events, crowdfunding as well as new innovative methods of fundraising as they arise. The main audience for these solicitations will be alumni, staff and students.

This role directly manages two roles, the Senior Adviser, Giving Programs and the Telephone Fundraising Manager. The Senior Adviser, Giving Programs looks after the mail, email and community fundraising aspects of the team, and manages one permanent member of staff, the Campus Giving Officer. The Telephone Fundraising Manager leads a team of 30 casual staff, all of whom are current students at Monash and conduct phone calls as part of appeals throughout the year.

The Deputy Director, Giving Programs is responsible for constantly updating and improving the giving strategy for the University, by keeping a close eye on giving trends and innovations across the sector to ensure best practice is always followed.

The role is also responsible for providing a pipeline of high value donors through the appeals program into our leadership, major and planned giving teams.

Success in this role requires working closely with colleagues in Alumni Engagement, Information Services, Donor Relations and Major and Principal Gifts. Donor numbers, funds raised, donor acquisition and donor retention key performance indicators (KPIs) will measure success.

Reporting Line: The position reports to the Director, Development (Campaigns and Services)

Supervisory Responsibilities: This position provides direct supervision to approximately two staff and will provide oversight of a team of approximately six staff, as well as the University's campaign call centre with a roster of 30 students

Financial Delegation: Yes, in accordance with the University delegations schedule

Budget Responsibilities: Yes, in line with Key Responsibilities

KEY RESPONSIBILITIES

1. Responsibility for the University meeting the 'Change It. For Good' campaign goal of 50,000 donors by 2022
2. Lead the strategic development planning, execution and evaluation of the annual and leadership giving programs (0-\$25k)
3. Provide leadership and direction to ensure the successful delivery of campaigns including telephone fundraising, direct mail, email, challenge events, social media and staff giving and support the ERDA leadership team with cross team projects as they arise
4. Line manage and support the development of direct staff members within the team, as well as student callers within the contact centre
5. Work alongside the Senior Manager, Donor Relations to ensure outstanding stewardship plans are in place for all donors
6. Monitor trends across the University and not-for-profit sectors, to ensure best practice is taking place across giving programs
7. Work closely with the Alumni Engagement team, to ensure alumni receive an excellent supporter journey through the year, with a seamless transition across Alumni Engagement and Development communications
8. Provide reports to senior leadership at the University of all annual and leadership giving activity
9. Support giving campaigns across the University, investigating new opportunities within the faculties and ensuring all campaigns meet ERDA and donor requirements
10. Strategic oversight and development of the staff giving program at Monash, in line with the Senior Adviser, Giving Programs
11. Working with the Strategic Marketing and Communications team to ensure all communications help to raise awareness of philanthropy at Monash
12. Work with the Access Monash team to collect stories from scholarship recipients, which can be reported back to donors
13. Ensure that all appeals and campaigns are compliant with relevant charitable legislation, and University policy and procedure
14. Exercise strong budget management for the expenditure budget managed to a value of approximately \$1 Million and revenue target in excess of \$1 million

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
 - Postgraduate qualifications in a relevant discipline and extensive relevant experience; or
 - extensive management experience and proven management expertise; or
 - an equivalent combination of relevant experience, and/or education/training.

Knowledge and Skills

2. Demonstrated ability to meet and exceed key performance indicators (KPIs) and proven success in delivering structured fundraising programs generating at least \$1M in revenue, preferably in a higher education context
3. Exceptional skills in preparing and delivering fundraising strategies
4. Experience in developing and managing individuals to achieve their KPIs
5. Outstanding ability to develop, and sustain resilient and dynamic working relationships with donors, colleagues, and senior management; and to effectively manage direct reports
6. Exemplary ability to analyse information, prepare progress reports and contribute to articles and briefings
7. Superior organisational skills with demonstrated ability to effectively manage multiple projects, creatively ensuring high performance standards and adherence to deadlines
8. High level of creativity and innovation to produce solutions to problems, gather intelligence to develop new and unique ways to create new opportunities and deliver business benefits
9. Expert understanding of and proficiency in the analysis of fundraising metric as they applied to structured giving programs, including delivering reports that measure outcomes against agreed key performance indicators
10. Sound understanding and knowledge of industry trends and benchmarks in higher education giving programs from both a national and international perspective
11. Experience in using a variety of databases and proficiency in current business software applications
12. Highly successful track record in leadership, with the proven ability to motivate teams through strong interpersonal and communication skills

OTHER JOB RELATED INFORMATION

- Travel to other campuses of the University may be required
- There will be a requirement to work evening and weekend hours from time to time
- There may be peak periods of work during which taking of leave may be restricted

LEGAL COMPLIANCE

Ensure you are aware of and adhere to legislation and University policy relevant to the duties undertaken, including: Equal Employment Opportunity, supporting equity and fairness; Occupational Health and Safety, supporting a safe workplace; Conflict of Interest (including Conflict of Interest in Research); Paid Outside Work; Privacy; Research Conduct; and Staff/Student Relationships.