



**Australian
National
University**

Position Description

College/Division:	ANU Advancement
Department/Unit:	Donor Relations & Communications
Position Title:	Communications Manager
Classification:	ANU Officer Grade 8 (Administration)
Position No:	00032155
Responsible to:	Senior Manager, Donor Relations & Communications
Number of positions that report to this role:	Five
Delegation(s) Assigned:	D6

PURPOSE STATEMENT:

ANU Advancement leads the development, management and coordination of advancement activities at ANU, in support of the University's objectives of deepening relationships with alumni and securing long-term philanthropic income. ANU Advancement aligns their work with the University's strategic priorities as a national institution committed to excellence in research, education and contribution to public policy development. Members of the office integrate the values of – leadership, respect and inclusiveness, ethical behaviour, integrity and accountability, celebration – into purposeful management of relationships with alumni, donors and prospective donors, within Advancement and across ANU.

The Donor Relations and Communications team within ANU Advancement implements strategic mass engagement programs with alumni and supporters in order to increase affinity and embed a culture of philanthropy (in its various forms) amongst alumni, staff, students, donors and friends. Within this context, the Communications team is responsible for developing and implementing the communications strategy for Advancement in support of achieving the objectives outlined in the University's overall advancement strategy. This includes the planning and provision of communications for philanthropic development, donor stewardship and alumni relations.

KEY ACCOUNTABILITY AREAS:

Position Dimension & Relationships:

Reporting to the Senior Manager, Donor Relations & Communications, the Communications Manager will be responsible for ensuring the delivery of a comprehensive internal and external communications strategy and operational plans including: content delivery and editing of communications across all types of media; operational communication and marketing planning; quality control and best practice implementation of campaigns; collateral development; website and multi-media design and content; social media strategies to enhance alumni and donor engagement; speech writing for alumni and donor events; and managing communication of an extensive calendar of events.

Extensive internal liaison will be required with the Senior Manager Donor Relations and Communications, Advancement Senior Management Team, advancement staff within Colleges and marketing and communications colleagues within the University, to integrate and support the philanthropic and alumni operations and activities undertaken and ensure a coordinated and consistent approach to alumni and donor related communications, marketing, publicity and events. This position will be a key point of contact for ANU Marketing and Student Recruitment Division (MSRD) and the Strategic Communication and Public Affairs (SCAPA) teams and requires an excellent working relationship with these key stakeholders.

Role Statement:

Under the broad direction of the Senior Manager Donor Relations & Communications, the Communications Manager will:

- Develop and deliver integrated creative and best practice alumni and donor-centric communication and marketing strategies, plans and activities including key messages and targeted content to support donor and alumni engagement and fundraising through web, print, email, social media, events, articles and reports.

- Lead and develop the communications team to ensure objectives and targets are met.
- Provide strategic and operational advice to internal stakeholders regarding communications and support engagement and stewardship activities ensuring consistency of approach.
- Lead the development, coordination, production and distribution of a range of donor and alumni related campaigns and communication materials including briefing materials for senior staff.
- Ensure regular review, analysis and reporting of donor and alumni data and information to support engagement activities and inform program improvements.
- Develop exceptional relationships within the University in order to ensure a coordinated approach to marketing, communications and events.
- Contribute to the strategic direction, management and development of ANU Advancement
- Comply with all ANU policies and procedures and in particular those relating to work health and safety and equal opportunity.
- Other duties consistent with the classification of the level.

SELECTION CRITERIA:

1. Postgraduate qualifications and relevant experience OR an equivalent combination of experience and training/education or extensive management experience and proven management expertise.
2. Demonstrated experience and success in implementing strategic marketing and communications programs and campaigns to a broad range of stakeholder groups with a creative and innovative approach.
3. Excellent interpersonal, verbal and written communication and reporting skills and demonstrated experience in editing, content delivery, production of media and the development of strong internal links and relationships within an organisation.
4. Demonstrated leadership skills including the ability to work collaboratively and to build, lead, motivate, train and support team members to achieve target-oriented outcomes.
5. Demonstrated ability to work flexibly, independently and within a team environment, to plan and prioritise work flow to meet deadlines and deliver high-quality outcomes, using initiative, judgement and discretion.
6. Highly developed computer skills, including proficiency using the Microsoft™ Office toolset, email and web browsers, familiarity with current and emerging social media platforms and in using relationship databases. Experience with Raiser's Edge, Blackbaud Netcommunity and/or Drupal will be highly regarded.
7. A demonstrated high level understanding of equal opportunity principles and a commitment to the application of EO policies in a university context

Supervisor/Delegate Signature:		Date:	
Printed Name:		Uni ID:	

References:

[General Staff Classification Descriptors](#)

[Academic Minimum Standards](#)



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Pre-Employment Work Environment Report

Position Details

College/Div/Centre	ANU Advancement	Dept/School/Section	Donor Relations and Communications
Position Title	Communications Manager	Classification	ANU Officer Grade 8 (Administration)
Position No.		Reference No.	

In accordance with the Occupational Health and Safety Act 1991 the University has a duty of care to provide a safe workplace for all staff.

- This form must be completed by the supervisor of the advertised position and forwarded with the job requisition to Appointments and Promotions Branch, Human Resources Division. Without this form jobs cannot be advertised.
- This form is used to advise potential applicants of work environment issues prior to application.
- Once an applicant has been selected for the position consideration should be given to their inclusion on the University's Health Surveillance Program where appropriate – see . http://info.anu.edu.au/hr/OHS/_Health_Surveillance_Program/index.asp
Enrolment on relevant OHS training courses should also be arranged – see http://info.anu.edu.au/hr/Training_and_Development/OHS_Training/index.asp
- 'Regular' hazards identified below must be listed as 'Essential' in the Selection Criteria - see 'Employment Medical Procedures' at http://info.anu.edu.au/Policies/_DHR/Procedures/Employment_Medical_Procedures.asp

Potential Hazards

<ul style="list-style-type: none"> • Please indicate whether the duties associated with appointment will result in exposure to any of the following potential hazards, either as a regular or occasional part of the duties. 			
TASK	regular	occasional	
key boarding	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
lifting, manual handling	<input type="checkbox"/>	<input type="checkbox"/>	
repetitive manual tasks	<input type="checkbox"/>	<input type="checkbox"/>	
catering / food preparation	<input type="checkbox"/>	<input type="checkbox"/>	
fieldwork & travel	<input type="checkbox"/>	<input type="checkbox"/>	
driving a vehicle	<input type="checkbox"/>	<input type="checkbox"/>	
NON-IONIZING RADIATION			
solar	<input type="checkbox"/>	<input type="checkbox"/>	
ultraviolet	<input type="checkbox"/>	<input type="checkbox"/>	
infra red	<input type="checkbox"/>	<input type="checkbox"/>	
laser	<input type="checkbox"/>	<input type="checkbox"/>	
radio frequency	<input type="checkbox"/>	<input type="checkbox"/>	
CHEMICALS			
hazardous substances	<input type="checkbox"/>	<input type="checkbox"/>	
allergens	<input type="checkbox"/>	<input type="checkbox"/>	
cytotoxics	<input type="checkbox"/>	<input type="checkbox"/>	
mutagens/teratogens/ carcinogens	<input type="checkbox"/>	<input type="checkbox"/>	
pesticides / herbicides	<input type="checkbox"/>	<input type="checkbox"/>	
TASK	regular	occasional	
laboratory work	<input type="checkbox"/>	<input type="checkbox"/>	
work at heights	<input type="checkbox"/>	<input type="checkbox"/>	
work in confined spaces	<input type="checkbox"/>	<input type="checkbox"/>	
noise / vibration	<input type="checkbox"/>	<input type="checkbox"/>	
electricity	<input type="checkbox"/>	<input type="checkbox"/>	
IONIZING RADIATION			
gamma, x-rays	<input type="checkbox"/>	<input type="checkbox"/>	
beta particles	<input type="checkbox"/>	<input type="checkbox"/>	
nuclear particles	<input type="checkbox"/>	<input type="checkbox"/>	
BIOLOGICAL MATERIALS			
microbiological materials	<input type="checkbox"/>	<input type="checkbox"/>	
potential biological allergens	<input type="checkbox"/>	<input type="checkbox"/>	
laboratory animals or insects	<input type="checkbox"/>	<input type="checkbox"/>	
clinical specimens, including blood	<input type="checkbox"/>	<input type="checkbox"/>	
genetically-manipulated specimens	<input type="checkbox"/>	<input type="checkbox"/>	
immunisations	<input type="checkbox"/>	<input type="checkbox"/>	
OTHER POTENTIAL HAZARDS (please specify):			

Supervisor's Signature:		Print Name:		Date:	
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