

Position Description

Associate Director, Campaign

Position No:	Insert existing number if unchanged / NEW
Business Unit:	Office of the Vice-Chancellor
Division:	La Trobe Advancement
Department:	
Classification Level:	HEO10
Employment Type:	Full Time, Continuing
Campus Location:	Melbourne (Bundoora)
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

La Trobe University - <http://www.latrobe.edu.au/about>

Position Context/Purpose

La Trobe Advancement is responsible for philanthropic fundraising and engagement with the University's alumni and the broader philanthropic community. La Trobe Advancement is an outwardly facing unit of the University and engagement with stakeholders is a major element of most activities undertaken.

In 2016, La Trobe University initiated the silent phase of its first ever fundraising campaign, *Make the Difference*, now known as the *Make Your Impact* campaign. This campaign was launched to coincide with the 50th Anniversary of the University in 2017. The campaign aimed to raise \$50M by 2020, increased in 2018 to raise \$100M by 2022 and in that same year senior leadership committed to increase the target to \$200M by 2027.

To enable us to reach this fundraising target but also ensure we have the capacity to meaningfully support our internal and external stakeholders appropriately, a Campaign team has been established. Reporting to the Chief Advancement Officer, the Associate Director, Campaign is a senior operational leadership role directly responsible for overseeing the Campaign's strategy and operations. The Associate Director, Campaign is responsible for prospect research, proposal writing and development, strategy and internal and external engagement. The candidate will bring strategic vision and discipline to La Trobe's Advancement program, specifically as it pertains to Campaign goals and objectives.

Duties at this level will include:

- Provide leadership and drive continuous development for the *Make Your Impact* Campaign including strategic planning, management, execution and coordination with other divisions in order to achieve goals.
- Serve as a member of the Advancement leadership team and foster collaboration within the department and across campuses. Act as a key source of authority on strategic Campaign related matters to a wide range of external constituencies and stakeholders to coordinate Campaign implementation and continue to build a robust and tangible culture for philanthropy for the University.
- Systematically engage academic leadership and colleagues in the Campaign, assisting them to build and strengthen relationships with alumni and friends, to leverage their interest and support, and to build a catalogue of proposals.
- Manage, lead and develop a team of Advancement and event professionals, including planning and allocating staff resources, developing and mentoring employees and managing performance to deliver consistent service outcomes and continuous improvements.
- Oversee the Campaign Ambassadors and other volunteers to maximise the impact of their role on the Campaign and enable them to champion the Campaign within their networks.
- Oversee the process of implementing the roll out of the Campaign's new formal identity and theme and be charged with communicating the Campaign brand both internally and externally. Responsible for overseeing all Campaign communications and working with staff to prepare and maintain a Campaign website and develop all print materials related to the Campaign.
- Develop and clearly communicate Campaign timelines, establish and monitor goals, and coordinate appropriate events related to the Campaign that reflect the Campaign philosophy and priorities.
- Work closely with the Director of Philanthropy to monitor and report on progress with the University's most important donor prospects on Campaign priorities.

- Prepare and deliver Campaign reports, correspondence and recommendations that analyse Campaign progress at all levels, implementing best practice; clear and measurable performance metrics using data and performance dashboards.

Essential Criteria

The candidate will have:

- Relevant qualifications (or with progress towards) with extensive relevant fundraising experience, skills and expertise preferably in a higher education sector environment; or
- an equivalent combination of relevant experience, education/training and skills.

Skills and knowledge required for the position

- Demonstrated strategic capability in leading, managing and delivering a broad range of fundraising functions in line with strategic objectives
- Highly successful track record in leadership, with the proven ability to motivate teams through strong interpersonal and communication skills, including a robust commitment to workplace culture.
- Proven track record of success in planning, development and execution of fundraising strategies in a large and complex organisation, and in contributing towards established fundraising targets and implementing entrepreneurial and creative campaigns.
- Exceptional oral and written communication and interpersonal skills with the capacity to engage effectively with a wide range of interested parties, individuals and other key stakeholders.
- Sound knowledge of up-to-date practices and techniques in communication, marketing, branding and the positioning of an organisation to best perform in a competitive marketplace.
- Proficiency in conceptualising and implementing prospect identification, research/profiling and relationship management methodologies coupled with extensive experience in utilising prospect research data to make recommendations for prospect activity.
- Ability to generate innovative strategies to develop and manage relationships across the full spectrum of current stakeholders, volunteers, alumni, potential new donors and other interested parties.
- Demonstrated high level strategic analysis, research, planning and advisory skills, and proven experience in policy, guidelines and procedures development.

Essential Compliance Requirements

To hold this La Trobe University position the occupant must:

- hold, or be willing to undertake and pass, a Victorian Working With Children Check; AND
- take personal accountability to comply with all University policies, procedures and legislative or regulatory obligations; including but not limited to TEQSA and the Higher Education Threshold Standards.

Other Information

The position description is indicative of the initial expectation of the role and subject to changes to University goals and priorities, activities or focus of the job.

Position Flexibility

La Trobe University is committed to providing a diverse, inclusive and respectful working environment for all staff. We offer flexible work arrangements that can assist you in balancing your work and other responsibilities.

Why La Trobe:

- Develop your career at an innovative, global university where you'll collaborate with community and industry to create impact.
- Enjoy working on our inspiring and stunning campuses – the perfect hub for industry, students and academics
- Help transform the lives of students, partners and communities now and in the future

This is more than just a job. Working at La Trobe offers opportunities to demonstrate excellence and transform lives.

Here, you'll join exceptional people, partners and communities, who power our operations with ambition and purpose.

We are forward-looking and culturally inclusive. We continuously review, improve and transform our processes to embrace new, flexible approaches. That means you'll always have the opportunity to succeed and make a difference.

La Trobe's Cultural Qualities:



We are accountable

We strive for excellence in everything we do. We hold each other and ourselves to account, and work to the highest standard.



We are connected

We connect to the world outside – the students and communities we serve, both locally and globally



We are innovative

We tackle the big issues of our time to transform the lives of our students and society.



We care

We care about what we do and why we do it. We believe in the power of education and research to transform lives and global society. We care about being the difference in the lives of our students and communities

For Human Resource Use Only

Initials:

Date: