

POSITION DESCRIPTION

Position Title	Donor Relationship Coordinator		
Organisational Unit	Marketing and External Relations		
Functional Unit	Sponsorships and Advancement		
Nominated Supervisor	National Manager, Sponsorships and Advancement		
Higher Education Worker (HEW) Level	HEW 7	Campus/Location	North Sydney, Melbourne or Brisbane
CDF Achievement Level	1 All Staff	Work Area Position Code	
Employment Type	Full-time, Contract (Maternity Leave cover 12 months)	Date reviewed	August 2018

ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

Mission Statement: *Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.*

Australian Catholic University (ACU) is both a Catholic University and a public institution within the Australian higher education sector. ACU is an inclusive community which welcomes students and staff of all beliefs. The University is committed to a strong Catholic ethos and seeks to foster and promote teaching and learning, research and scholarship, and community engagement in the Christian tradition. As valued members of our community, all staff members are expected to have an understanding of ACU's [Mission](#) and values and to demonstrate an active contribution to them.

The University shares with universities worldwide a commitment to quality in teaching, research and service. It aspires to be a community characterised by free enquiry and academic integrity.

The University chooses to focus on areas of teaching and research that are closely connected with its particular character as a University that is Catholic, public and national. The focus areas are Theology and Philosophy, Health, Education, and the Common Good and Social Justice.

ACU has over 2,500 staff supporting more than 34,000 students across seven campuses – Adelaide, Ballarat, Brisbane, Canberra, Melbourne, North Sydney and Strathfield.

The structure to support this complex and national University consists of:

- Provost
- Chief Operating Officer & Deputy Vice-Chancellor
- Deputy Vice-Chancellor, Research
- Deputy Vice-Chancellor, Students, Learning and Teaching
- Vice President
- Pro Vice-Chancellor Assisting the Vice-Chancellor and President

Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Directorate of Identity and Mission drives both the Identity and the [Mission](#) of the University. In addition, five Associate Vice-

Chancellors and Campus Deans focus on the University's local presence and development of the University at the local 'campus' level.³⁷

The University pursues performance excellence and offers an environment where staff are valued and rewarded. Staff are expected to demonstrate a commitment to continuous improvement and to participate fully in resolving issues to achieve and maintain quality standards relevant to role. Further information about a career with ACU is available at www.acu.edu.au.

ACU is committed to diversity and social inclusion in its employment practices. Applications from Aboriginal and Torres Strait Islander people, people with disabilities and people from culturally diverse groups are encouraged.

ABOUT THE MARKETING AND EXTERNAL RELATIONS DIRECTORATE

The Marketing and External Relations (MER) Portfolio, under the direction of the Director of MER, encompasses Communications and Creative Services, Future Students and Advancement, Digital Experience and Strategy and Planning.

MER plays a key role in profiling and positioning ACU as a first choice among its diverse community and stakeholder groups, including potential students, Catholic and corporate partners, donors, alumni and staff. ACU strives to be an interactive and collaborative partner in the communities in which it operates.

MER at ACU provides a framework for building strong relationships between internal and external stakeholders with the capacity for this framework to expand, creating new opportunities and new ways to serve the community. MER at ACU is of mutual benefit to both the University and its external community, with its core aim to improve the position and reputation of the University while also connecting with and benefitting the wider community.

The Portfolio provides integrated services with a focus on relationship and brand development across the following areas: marketing, media, advertising, design, communications, alumni, student recruitment, fundraising, digital, external relations and events.

POSITION PURPOSE

The Donor Relationship Coordinator develops and maintains strong relationships with key stakeholders that support ACU's education, research and Mission. The position holder works collaboratively with and provides stewardship to current and potential donors, staff and alumni to enhance mutually beneficial outcomes for ACU and partners. The role initiates the coordination of projects, campaigns and activities that raise support for the University's philanthropic priorities whilst enhancing its profile and reputation, and involves collaborating with University staff to engage internal and external stakeholders in order to achieve nominated targets within the framework of the philanthropic plan.

POSITION RESPONSIBILITIES

Introduction

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU Strategic Plan 2015-2020
- Catholic Identity and Mission
- ACU Capability Development Framework
- Higher Education Standards Framework
- ACU Service Principles
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence

The Capability Development Framework in particular is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

Key responsibilities

Key responsibilities specific to this position	Relevant Core Competences (<u>Capability Development Framework</u>)	Scope of contribution to the University			
		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓
Collaborate with their supervisor Manager, University executive, colleagues and partners in implementing activities that support and grow strong relationships of mutual benefit.	<ul style="list-style-type: none"> • Deliver stakeholder centric service • Collaborate effectively • Communicate with impact 				✓
Assist in maintaining fundraising and advancement strategies to maximise and grow donor support for University priorities as outlined in the Philanthropy Plan.	<ul style="list-style-type: none"> • Deliver stakeholder centric service • Collaborate effectively • Make data informed decisions 				✓
Coordinate the Annual Appeal, Staff Giving and Community Fundraising programs with a particular focus on communications, events and donor stewardship to staff and alumni.	<ul style="list-style-type: none"> • Deliver stakeholder centric service • Collaborate effectively • Make data informed decisions 				✓
Manage existing donors and secure new donors for ACU Advancement priority projects and programs.	<ul style="list-style-type: none"> • Deliver stakeholder centric service • Collaborate effectively • Make data informed decisions 	✓			
Provide donor relations support as required by the Advancement team nationally.	<ul style="list-style-type: none"> • Deliver stakeholder centric service • Collaborate effectively • Communicate with impact 		✓		
Represent the University at functions and events that support Marketing and External Relations to strengthen networking and contacts.	<ul style="list-style-type: none"> • Deliver stakeholder centric service • Collaborate effectively • Communicate with impact 			✓	

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		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓
Ensure records remain up to date in the CRM and other databases and use the CRM to report regularly on donor activities and to send and track donor communications.	<ul style="list-style-type: none"> • Deliver Stakeholder Centric Service • Know ACU Work Processes and Systems • Be Responsible and Accountable for Achieving Excellence 	✓			
Prepare, edit and manage design of brand consistent communications for ACU Advancement. Obtain approvals and consent from all parties and ensure content is used appropriately and aligns with the Content Strategy.	<ul style="list-style-type: none"> • Know ACU Work Processes and Systems • Make Informed Decisions • Collaborate effectively 	✓			
Proactively identify and research current and prospective partners, prepare confidential briefings about organisations and individuals with whom the University may be seeking contact. Develop prospect lists matching potential partners with projects.	<ul style="list-style-type: none"> • Apply Commercial Acumen • Make Informed Decisions • Deliver Stakeholder Centric Service 	✓			
Any other duties relevant to this position.	<ul style="list-style-type: none"> • Deliver Stakeholder Centric Service • Be Responsible for Achieving Excellence • Know ACU Work Processes and Systems 			✓	

HOW THE ROLE OPERATES

Key Challenges and Problem Solving

- Establish and maintain close relationships with internal stakeholders including Executive, Research Institute Directors, AVCs, Campus Deans and Heads of School, ensure their full confidence in the Directorate's ability to support and enhance their current fundraising and advancement activities.
- Act with a sense of urgency and encourage others within the University to do so when an engagement opportunity presents itself.
- Manage the currency of information on stakeholders and partners – sourcing qualified data.
- Identify, evaluate and implement new and innovative ideas that set ACU apart from other institutions.

Decision Making / Authority to Act

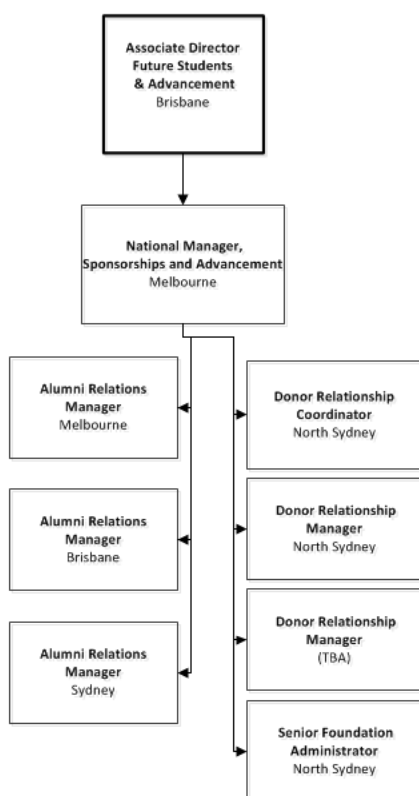
- The position holder has substantial autonomy in the day-to-day management of ACU Advancement matters, and defers to the National Manager, Sponsorships and Advancement for more complex matters.
- The position holder has substantial autonomy in developing new initiatives, campaigns and strategies to engage with prospective stakeholders.
- The position holder initiates and responds to enquiries, issues and opportunities from internal and external stakeholders on a daily basis, drawing on their knowledge and a variety of resources from across the University.
- The position holder gives recommendations to the Director, Associate Director Future Students and Advancement, National Manager, Sponsorships and Advancement, with regards to the development of campaigns and strategies and provides advice in response to trends.

Communication / Working Relationships

- The position holder liaises with internal and external stakeholders to give and receive information for the portfolio. The position holder also manages phone enquiries from other organisations, external stakeholders and members of the general public.
- The position holder is required to provide advice and support to the National Manager, Sponsorships and Advancement, Advancement team, Faculty staff, Heads of School, Research Institute staff and their teams in communicating with donors, staff, alumni, external organisations and suppliers, to maintain positive and consistent working relationships.
- The position holder communicates internally with staff and clients and is responsible for communicating policies, procedure, initiatives and direction consistent with guidelines and relevant legislation to those delivering the services
- The position holder liaises with internal and external stakeholders including to arrange meetings and to give and receive information for the Director. The position holder also manages phone enquiries from other organisations, students and members of the general public

Reporting Relationships

This role reports in to the National Manager, Sponsorships and Advancement however provides support to the Sponsorships and Advancement team.



For further information about structure of the University refer to the [organisation chart](#).

SELECTION CRITERIA

Qualifications, skills, knowledge and experience

1.	Completion of degree level qualifications and relevant experience; or experience and expertise in a donor-related, fundraising environment; or an equivalent combination of relevant experience and/ or education/ training.
2.	Experience in business development or fundraising in a higher education or not for profit environment.
3.	Proven relationship management skills that are of a high standard.
4.	Proven experience in researching and developing prospect reports.
5.	Excellent written, verbal and interpersonal communication skills, and experience working in project teams to deliver fundraising programs and relevant communications and collateral.

Core Competencies (as per the [Capability Development Framework](#))

6.	Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values.
7.	Understanding of the business environment in which ACU operates and demonstrated ability to adopt an organisational wide point of view to seize opportunities and improve commercial viability.
	Demonstrated ability to work both independently and collaboratively with others in order to capitalise on all available expertise in pursuit of excellence and quality customer service.
10.	Strong organisational skills, attention to detail and demonstrated ability to plan work activity, prioritise time and resources using established processes and technology to meet deadlines and achieve optimum efficiency and effectiveness.

Other attributes

12.	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.
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