

### Details

Area	Office of the Vice-Chancellor
Team	Deakin Advancement/ Alumni Engagement
Location	Geelong Waterfront Campus or Melbourne Burwood Campus
Classification	HEW 7
Manager Title	Manager, Alumni Engagement

### Deakin

Deakin is a Victorian university with a global impact. We are agile and innovative, and committed to making a positive impact through our excellence in education and research and the contributions we make to the wider community.

Our reputation has been built on the dedication and expertise of our staff. We offer a dynamic, diverse and inclusive working environment with opportunities to grow and develop careers. We believe that a progressive, thriving culture will ensure people choose to come, and stay at Deakin and contribute to our ongoing success.

As one of Australia's largest universities, Deakin has strong global linkages, world-class research and an education portfolio that blends the best of campus and digital delivery into a highly supportive and personalised student experience.

We offer outstanding education founded on the experience we create for our learners and guided by graduate outcomes for successful lives and careers. We undertake globally significant discovery research that benefits our communities through the innovative translation of our ideas into new services, products, policies and capabilities.

Deakin campuses sit on Wadawurrung, Wurundjeri, and Eastern Maar Countries, and the University acknowledges, values and deeply respects its connection with the Traditional Custodians and Elders past and present of these lands and waterways. Deakin is the most popular university destination in Victoria for Aboriginal and Torres Strait Islander students and has a rich history of supporting the ambitions of First Nations students, including through the NIKERI Institute (formerly the Institute of Koorie Education).

Deakin aspires to be Australia's most progressive university, with the principles of diversity, equity and inclusion underpinning our approach to education, research, employability, digital delivery, innovation, and partnerships for impact. Our vision is for an inclusive environment where we value and celebrate diversity, embrace difference and nurture a connected, safe and respectful community. We want Deakin to be a place where all staff and students feel included and respected for their unique perspectives and talents.

[Strategic Plans – Deakin 2030: Ideas to Impact](#)

[Benefits of working at Deakin](#)

### Overview

Deakin Advancement aims to complement Deakin's vision to be a catalyst for positive change to benefit our students, staff, and the communities we serve. We build and maintain relationships with our cohort of over 350,000 alumni and facilitate generous philanthropic gifts to the University from our growing community of over 8,000 donors.

The Alumni Engagement team includes the following functions:

- Faculty Alumni Engagement, focussed on driving faculty specific strategies to build relationships with Deakin Alumni and build levels of affinity with Deakin.
- University Programs, responsible for the development and delivery of university wide programs and services designed to provide alumni with opportunities to give back to and remain engaged with Deakin long after they graduate.
- Advancement Engagement, responsible for providing program support and guidance to Advancement colleagues in the areas of content creation, impact reporting, web presence and other projects that interface with the University's Marketing and Communication functions.

The Coordinator, Alumni Engagement will focus on meaningful alumni outreach, highlighting key milestones and opportunities to recognise and steward our alumni and drive participation and support across the 350,000 strong alumni community. Reporting to the Manager, Alumni Engagement (Faculty Programs), the role will build strong relationships and collaborate across the team and University to integrate alumni engagement within broader university objectives and enhance alumni contributions towards university goals by translating strategy into meaningful programming and initiatives.

Reporting to the Manager, Alumni Engagement the Coordinator, Alumni Engagement will:

- Lead the development and execution of alumni outreach initiatives, establishing meaningful connections with alumni at various levels and ensuring the university's presence is felt amongst its graduates.
- Under the guidance of the Alumni Engagement Manager, design and implement alumni engagement strategies that are tailored to support the specific needs and goals of different faculties and institutions, enhancing the overall impact on the university's strategic objectives.
- Lead the coordination of programming that builds strategic and sustainable engagement with alumni, including digital engagement, communications, and events with a focus on return on investment.
- Conduct analysis of alumni program performance against key performance targets and benchmarks and provide authoritative advice and reports to identify strategies to improve performance in key areas.
- Provide professional insight and expert advice to key stakeholders based on a depth and breadth of knowledge and experience in engagement and program management.
- Oversee the planning, execution, tracking and evaluation of projects and events related to alumni programming, using project management tools and methodologies to maintain best-practice standards throughout all phases.
- Act as an escalation point for more complex requests and projects for team members.
- Strive for excellence and consult regularly with stakeholders to clarify scope, purpose, and criteria for success on collaborative alumni engagement projects. Respond to feedback from stakeholders and confidently identify when advice and recommendations are required.
- Build new and productive relationships with a diverse range of stakeholders and influential individuals, managing relationships in a professional, mature manner, representing the University and Advancement.

### Accountabilities

- Distil the core issues from complex information and draw accurate conclusions and present logical arguments that address the core issues. Condense complex information and next steps into simple concise terms that others can understand.
- Draw on a diverse range of people, groups and resources to identify new ways of doing things and use knowledge of innovation principles to analyse current processes and practices.
- Establish and demonstrate a high level of learning, energy and commitment and welcome feedback from others and use this feedback to improve learning.
- Prioritise work and critical activities, evaluate progress, identify relevant solutions and select the most appropriate from the range of alternatives. Challenge existing processes by formulating creative and inclusive alternative solutions and benefits.
- Identify situations in which change is needed and understand and communicate the reasons for the change. Implement change through appropriate channels and overcome obstacles to change.
- Give balanced, constructive feedback that takes in to account individual capability and supports team performance. Ensure team members responsible for implementing work priorities have role clarity, the authority to act and feel empowered and supported to act. Implement strategies to promote positive emotional wellbeing across the team.
- Actively seek feedback from customers regarding their satisfaction with products or services received. Respond to feedback with openness and transparency and seek to identify ways to better service the customer.
- Build new relationships with key and influential individuals both within and outside the University.

### Selection

- A relevant degree and/or an equivalent level of knowledge or a combination of education, training and/or minimum five years' experience in an engagement or similar role.
- Proven track record of coordinating strategic engagement programs and projects, with strong engagement and stakeholder management skills
- Excellent written and verbal communication skills and the ability to liaise effectively with various stakeholders.
- Experience in delivering high-quality events and communications within a wider organisational strategic framework.
- Demonstrated ability to influence and garner support and commitment for various projects.
- Excellent planning and organisational skills and proven ability to take initiative and think creatively and independently to achieve optimal outcome.
- Demonstrated ability to work collaboratively and sensitively with colleagues across a range of teams whilst coordinating multiple priorities.
- Proven experience in project management and delivery of planned outcomes
- Demonstrated proficiency in establishing and expanding professional networks, with the confidence to engage and connect effectively with diverse groups of alumni, faculty, and industry professional

### Capabilities

# Position Description

Coordinator, Alumni Engagement



- **Emotional Intelligence** manages emotions to positively influence behaviour.
- **Collaborates** cultivates collaboration across Deakin, strives for shared outcomes, builds partnerships.
- **Engages Other** establishes effective relationships to achieve shared goals.
- **Delivers Outcomes** creates clarity through governance, makes decisions that result in quality outcomes.
- **Innovates** creates an environment where creativity and innovation are valued.
- **Plans work** plans the delivery of work while balancing priorities and resources.

## Special Requirements

- Regular travel to other campuses will be required.
- This position may require the incumbent to occasionally work outside business hours.
- This position requires the incumbent to hold a current Working with Children Check
- This position requires the incumbent to hold a current National Police Record Check

**Note** The intention of the position description is to provide an outline of scope and responsibilities, at a point in time. Please note, responsibilities may evolve in accordance with organisational needs.