

POSITION DESCRIPTION



University of Melbourne Advancement

Head of Advancement Communications

POSITION NO	0032312
CLASSIFICATION	PSC 10
SALARY	\$123,991 p.a.
SUPERANNUATION	Employer contribution of 17%
WORKING HOURS	Full-time
BASIS OF EMPLOYMENT	Continuing
OTHER BENEFITS	http://about.unimelb.edu.au/careers/working/benefits
HOW TO APPLY	Please DO NOT apply via the University website. We have engaged the consultancy Six Degrees to assist in this recruitment. Enquiries and applications should be directed to: Lyndsey Walker, Six Degrees, Email: lyndsey@sixdegreesexecutive.com.au , Tel +61 3 8613 3518
CONTACT FOR ENQUIRIES ONLY	As above

For information about working for the University of Melbourne, visit our website:
about.unimelb.edu.au/careers

Position Summary

The mission of the University of Melbourne is to grow in the esteem of future generations. To support this vision, University of Melbourne Advancement (UoMA) undertakes a wide range of philanthropic and alumni engagement activities, driving *Believe – the Campaign for the University of Melbourne*. The twin goals of *Believe* are to raise \$1 billion of philanthropic investment and engage 100,000 alumni in the life of the University by 2021.

The Head of Communications (Advancement) is accountable for the development and achievement of the overarching marketing and communications strategy to meet the goals of the Campaign and beyond.

The position's main accountability is to drive the marketing and communications strategy and operations for alumni relations and the University's philanthropic activity with a particular focus on:

- ▶ fostering engagement with our alumni and donor community to **increase affinity and drive behaviour**;
- ▶ building better customer insights and experience through a new '**digital first**' approach with our alumni and donor communities;
- ▶ communicating the relevance and **impact of our research and teaching** to prospective donors;
- ▶ strategic oversight of a wide range of **publications**, including the University's largest publication 3010;
- ▶ providing effective **communications and marketing services** to other teams in Advancement.

Reporting to the Director of Alumni and Stakeholder Relations, this role is required to present as a technical expert within the marketing communications space, and work as a strategic enabler across the business.

The incumbent must be prepared to act as a change agent, working with colleagues in Advancement and the University, to foster a digital transformation across Advancement, ensuring that we take advantage of changing technology and are well positioned to drive an Advancement narrative as the University approaches the end of the current Campaign and moves on to its next phase of philanthropy and engagement.

It is expected that the incumbent will be responsible for maximising the impact and reach of the UoMA's marketing and communications, through channel management (including social, web, print, media etc.), the development of compelling and engaging content, process and system expertise, and the delivery of innovative campaigns.

Advancement is a unique, centralised function within the University. Vitrally, the incumbent will develop and maintain effective working relationships with colleagues in Chancellery, University Services, all academic divisions, key academic stakeholders, and other relevant business service units to ensure the effective delivery of campaigns and initiatives, and to champion continuous improvement in marketing and communications across the University.

This position manages a team of eight, with two direct reports.

The incumbent will be an energetic communications and marketing practitioner and leader with proven capacity to successfully champion and manage change. They will possess a deep understanding of customer experience design within a higher education context, and have demonstrated success in creating and delivering communications and marketing strategies to achieve strategic goals.

University of Melbourne Advancement is strongly committed to supporting diversity and flexibility in the workplace. Applications for part-time or other flexible working arrangements will be welcomed and will be fully considered subject to meeting the inherent requirements of the position.

1. Key Responsibilities

1.1 STRATEGIC LEADERSHIP

- ▶ With support from the Director, Alumni and Stakeholder Relations, develop and lead the implementation of UoMA's marketing and communications strategy to support the dual goals of the Campaign and beyond.
- ▶ Provide strategic leadership on marketing and communications priorities, objectives and delivery, and contribute to business planning and strategy
- ▶ In collaboration with colleagues from Chancellery and the External Relations team, drive a new "digital first" approach to marketing, communications and engagement across Advancement to generate insights and new leads, build brand awareness, and foster engagement with target audiences to achieve business objectives
- ▶ Provide strategic oversight in the development of bespoke donor communications collateral designed to engage individuals and audiences throughout the donor pipeline, from regular giving activity to High Net Worth principal giving opportunities
- ▶ Collaborating with colleagues in Advancement Ops, Chancellery and External Relations deepen our understanding of customer motivations and needs, and apply insights to shape communications and programs to improve our customers' experience, particularly alumni and prospective donors

1.2 OPERATIONAL LEADERSHIP

- ▶ Drive the implementation of a responsive approach to engage alumni, in collaboration with Chancellery, University Services, and Faculty colleagues, with a focus on engaging content, personalised communications, and marketing automation, alongside the expected introduction of a University CRM
- ▶ Strengthen Advancement's ability to create, integrate and amplify content that supports operational programs (events, volunteering, philanthropy) and our brand proposition across a variety of formats for target audiences (i.e. video, imagery, 3010 magazine, podcasts, stories, case studies, press releases etc.)
- ▶ Oversee the management and continued development of UoMA's marketing communications channels (i.e. web, social, media and advertising, print, events etc.) to maximise their effectiveness, strategic relevance and reach
- ▶ Lead the development of systems and processes to enable the effective delivery of communications services (digital and print) to departments within Advancement in support of various programs, including the delivery of busy calendar of EDMs and event communications.
- ▶ In alignment with the University's overall brand architecture, lead the ongoing use and evolution of the Campaign's *Believe* brand, ensuring consistent brand expression and messaging through multi-platform communications, and implementation of brand guidelines in line with the University's over-arching brand architecture and the *Believe* brand positioning
- ▶ Provide leadership in communications targeting internal and external stakeholders around major milestones in alumni relations and philanthropic investment strategies across infrastructure, research, teaching and engagement
- ▶ Lead the local implementation of the University's strategic marketing and communications imperatives and projects across Advancement.
- ▶ Build on existing platforms to measure marketing and communications activity and articulate return on investment

- ▶ Build strong and effective working relationships with key internal stakeholders to deliver to Advancement's needs, and also champion continuous improvement in marketing and communications across the University
- ▶ Manage and monitor the marketing and communications budget
- ▶ Be accountable for leadership and professional development of Adv Comms staff, and contribute to business planning and budget management
- ▶ Ensure compliance and quality assurance management, in line with requirements under the University's risk management framework including O,H&S, legislation, statutes, regulations and policies, as outlined in section 4.

2. Selection Criteria

2.1 ESSENTIAL

- ▶ A postgraduate qualification or progress towards postgraduate qualifications in marketing and extensive management experience, or an equivalent combination of experience and/or education/training
- ▶ Demonstrated experience successfully leading an integrated marketing and communications function within a large and complex organisation, with a strong emphasis on digital engagement
- ▶ Significant experience managing the design of new ways of working, creative planning and resource management to deliver to business objectives
- ▶ Excellence in the development and delivery of strategic marketing and communications plans
- ▶ Adept at influencing and engaging diverse internal and external stakeholders, with strong interpersonal and communication skills
- ▶ Proven track record as an agent of change in a complex environment
- ▶ Outstanding presentation skills encompassing verbal and written communication
- ▶ Proven expertise in the management of significant human resources and budget

2.2 DESIRABLE

- ▶ Knowledge of the tertiary education sector
- ▶ An understanding of marketing and communications within a fundraising and/or alumni relations and/or stakeholder relations and/or membership marketing context (or similar)

3. Job Complexity, Skills, Knowledge

3.1 LEVEL OF SUPERVISION / INDEPENDENCE

The Head of Communications (Advancement) operates with a high overall degree of autonomy with broad direction from the Director of Alumni and Stakeholder Relations. This role has substantial management responsibilities across the marketing and communications portfolio. The incumbent is required to manage a high-performing team to lead the development of strategies and process to promote operational best practice and collaboration across UoMA, and the University.

3.2 PROBLEMS SOLVING AND JUDGEMENT

The incumbent requires excellent interpersonal skills and the capacity to lead and inspire confidence. The Head of Communications (Advancement) is required to identify and develop opportunities as well as initiate and deliver appropriate recommendations for UoMA and the University. The incumbent will have strong problem-solving and negotiation skills, as well as sound analytical skills, in order to increase marketing efficiency and create a culture of data-driven decision making across UoMA. The Head of Communications (Advancement) will have demonstrated initiative and the ability to achieve results in a complex organisational environment.

3.3 PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

The incumbent is expected to have a comprehensive understanding of UoMA's strategic direction, agenda, audiences and major projects. This position will bring a strategic perspective to the development, communication and implementation of new ways of working to support and deliver on the Campaign and the University's ongoing commitment to philanthropic activity and alumni engagement.

The incumbent is also expected to have knowledge of the leading trends in the fields of marketing and communications. The appointee will contribute to strategic marketing and communications initiatives led by the University, leverage centrally-driven activities and campaigns for UoMA. The appointee will work with a diverse range of colleagues and stakeholders to develop strong effective relationships to deliver mutually beneficial outcomes.

3.4 RESOURCE MANAGEMENT

The Head of Communications (Advancement) is expected to manage a budget which includes production of 3010, the University's alumni magazine. This role manages a team of eight staff, with two direct reports, in addition to casual staff. The incumbent will be expected to manage workload and balance the work requests and priorities within the team, and identify and deliver cost efficiencies through process innovation and technology.

4. *Equal Opportunity, Diversity and Inclusion*

The University is an equal opportunity employer and is committed to providing a workplace free from all forms of unlawful discrimination, harassment, bullying, vilification and victimisation. The University makes decisions on employment, promotion and reward on the basis of merit.

The University is committed to all aspects of equal opportunity, diversity and inclusion in the workplace and to providing all staff, students, contractors, honorary appointees, volunteers and visitors with a safe, respectful and rewarding environment free from all forms of unlawful discrimination, harassment, vilification and victimisation. This commitment is set out in the University's People Strategy 2015-2020 and policies that address diversity and inclusion, equal employment opportunity, discrimination, sexual harassment, bullying and appropriate workplace behaviour. All staff are required to comply with all University policies.

The University values diversity because we recognise that the differences in our people's age, race, ethnicity, culture, gender, nationality, sexual orientation, physical ability and background bring richness to our work environment. Consequently, the People Strategy sets out the strategic aim to drive diversity and inclusion across the University to create an environment where the compounding benefits of a diverse workforce are recognised as vital in our continuous desire to strive for excellence and reach the targets of Growing Esteem.

5. *Occupational Health and Safety (OHS)*

All staff are required to take reasonable care for their own health and safety and that of other personnel who may be affected by their conduct.

OHS responsibilities applicable to positions are published at:

<http://safety.unimelb.edu.au/topics/responsibilities/>

These include general staff responsibilities and those additional responsibilities that apply for Managers and Supervisors and other Personnel.

6. Other Information

6.1 BUDGET DIVISION

<http://advancement.unimelb.edu.au/>

The Advancement Office aims to facilitate the establishment and maintenance of mutually beneficial relationships between the University and its alumni, friends and benefactors. It is responsible for the management of programs relating to alumni and benefactors, and provides services to and works collaboratively with faculties and other central administration areas.

University of Melbourne Advancement (UoMA) is responsible for the coordination and delivery of Believe: The Campaign for the University of Melbourne, www.campaign.unimelb.edu.au

The completion of the first phase goal of raising \$500M for the Believe Campaign was publicly announced in March 2016 along with the intention to proceed with a second phase of the Campaign with revised goals of raising \$1B and actively engaging with 100,000 alumni by the end of 2021. The Campaign is the largest initiative of its kind in the Asia-Pacific region.

UoMA's Vision – Partnering for Impact

Advancement is a **catalyst** that leads to positive impact on the University, the city, the state, Australia and the world.

Mission

We do this in deep and genuine partnership with our generous alumni, supporters and academic colleagues.

To do this we will work in partnership with:

- **Academic and professional colleagues** to identify, curate, hone and present wonderful philanthropic and engagement opportunities that support our outstanding researchers, teachers and students and the spaces in which they live and work
- **Donors** to match and connect these opportunities to their passions
- **Alumni, friends and current students** to develop mutual and lifelong benefit by sharing skills, expertise and networks

Guiding Principles

- We are '**One Advancement**' working together towards collective goals
- We are driven both by **university strategies** and the opportunities presented by **our supporters' passions**
- We strive for outcomes through **strong partnerships that deliver impact** – both with university colleagues and with our community stakeholders
- We create opportunities for the university to come together with supporters to **make a difference in the world** and benefit the communities with whom we engage
- We build **enduring, purposeful relationships** that are stakeholder-centric and mutually-beneficial
- Our decision making and resource allocation are based on **expert knowledge, research insights and data**
- We recognise the impact of both **financial and non-financial contributions**
- We **operate sustainably** at both the organisational and personal levels

Foundation Values

Our work will be guided always by our Values:

- **Integrity** – we are honest, trustworthy, understanding and sincere
- **Collaboration** – we are supportive of each other and work as a team toward improved collective outcomes
- **Innovation** – we prize creativity and act with courage to progress our objectives
- **Professionalism** – we are committed, focused, accountable, respectful and proud of the work we do

Behaviours

We look to encourage the following behaviours across Advancement:

- **Prioritise** based on our strategic direction and purpose
- **Don't go it alone** – explore and exchange expertise, knowledge and institutional memory with colleagues across Advancement
- Be willing to **innovate and test new approaches**
- Support each other to **think, speak and act courageously** in pursuit of the best outcomes
- Be **responsive and decisive** taking both personal and collective **accountability**

6.2 THE UNIVERSITY OF MELBOURNE

Established in 1853, the University of Melbourne is a leading international university with a tradition of excellence in teaching and research. The main campus in Parkville is recognised as the hub of Australia's premier knowledge precinct comprising eight hospitals, many leading research institutes and a wide-range of knowledge-based industries. With outstanding performance in international rankings, the University is at the forefront of higher education in the Asia-Pacific region and the world.

The University employs people of outstanding calibre and offers a unique environment where staff are valued and rewarded.

Further information about working at The University of Melbourne is available at <http://about.unimelb.edu.au/careers>.

6.3 GROWING ESTEEM, THE MELBOURNE CURRICULUM AND RESEARCH AT MELBOURNE: ENSURING EXCELLENCE AND IMPACT TO 2025

Growing Esteem describes Melbourne's strategy to achieve its aspiration to be a public-spirited and internationally-engaged institution, highly regarded for making distinctive contributions to society in research and research training, learning and teaching, and engagement.

<http://about.unimelb.edu.au/strategy-and-leadership>

The University is at the forefront of Australia's changing higher education system and offers a distinctive model of education known collectively as the Melbourne Curriculum. The new educational model, designed for an outstanding experience for all students, is based on six broad undergraduate programs followed by a graduate professional degree, research higher degree or entry directly into employment. The emphasis on academic breadth as well as disciplinary depth in the new degrees ensures that graduates will have the capacity to succeed in a world where knowledge boundaries are shifting and reforming to create new frontiers and challenges. In moving to the new model, the University is also aligning itself with the best of emerging European and Asian practice and well-established North American traditions.

The University's global aspirations seek to make significant contributions to major social, economic and environmental challenges. Accordingly, the University's research strategy *Research at Melbourne: Ensuring Excellence and Impact to 2025* aspires to a significant advancement in the excellence and impact of its research outputs.

<http://research.unimelb.edu.au/our-research/research-at-melbourne>

The strategy recognises that as a public-spirited, research-intensive institution of the future, the University must strive to make a tangible impact in Australia and the world, working across disciplinary and sectoral boundaries and building deeper and more substantive engagement with industry, collaborators and partners. While cultivating the fundamental enabling disciplines through investigator-driven research, the University has adopted three grand challenges aspiring to solve some of the most difficult problems facing our world in the next century. These Grand Challenges include:

- ▶ Understanding our place and purpose – The place and purpose grand challenge centres on understanding all aspects of our national identity, with a focus on Australia's 'place' in the Asia-Pacific region and the world, and on our 'purpose' or mission to improve all dimensions of the human condition through our research.
- ▶ Fostering health and wellbeing – The health and wellbeing grand challenge focuses on building the scale and breadth of our capabilities in population and global health; on harnessing our contribution to the 'convergence revolution' of biomedical and health research, bringing together the life sciences, engineering and the physical sciences; and on addressing the physical, mental and social aspects of wellbeing by looking beyond the traditional boundaries of biomedicine.
- ▶ Supporting sustainability and resilience – The sustainability and resilience grand challenge addresses the critical issues of climate change, water and food security, sustainable energy and designing resilient cities and regions. In addition to the technical aspects, this grand challenge considers the physical and social functioning of cities, connecting physical phenomena with lessons from our past, and the implications of the technical solutions for economies, living patterns and behaviours.

Essential to tackling these challenges, an outstanding faculty, high performing students, wide collaboration including internationally and deep partnerships with external parties form central components of Research at Melbourne: Ensuring Excellence and Impact to 2025.

6.4 GOVERNANCE

The Vice Chancellor is the Chief Executive Officer of the University and responsible to Council for the good management of the University.

Comprehensive information about the University of Melbourne and its governance structure is available at <http://www.unimelb.edu.au/governance>