

Position Description

Position Title	Manager, Advancement
Position No:	50142072
Organisation Unit:	Alumni and Advancement Office
Admin Unit:	Office of the Vice Chancellor
Campus/Location:	Melbourne (Bundoora)
Classification:	Higher Education Officer Level 9 (HEO9)
Employment Type:	Continuing, Full-Time
Position Supervisor : Number:	Associate Director, Advancement 50141988
Reports positions: level:	No direct reports
Other Benefits:	http://www.latrobe.edu.au/jobs/working/benefits

Further information about:

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

College/Division – <http://latrobe.edu.au/alumni?src=alumni>

For enquiries only contact:

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Position Description

Advancement Manager

Position context

La Trobe University has ambitious plans for attracting philanthropic support to enable its Mission and Key initiatives. Since 2011 the University has supported an Office of Alumni and Advancement under the leadership of a Director. The Alumni and Advancement Office is responsible for philanthropic fundraising and engagement with La Trobe University's alumni community (180,000 as at December 2015).

The Alumni and Advancement Office is an outwardly facing unit of the University and engagement with stakeholders is a major element of most activities undertaken. The office undertakes major gift fundraising, alumni engagement and giving, donor stewardship and bequests. In 2014 the University implemented its new strategic plan, Future Ready. This resulted in a restructure within the institution to group all schools and departments into two Colleges.

In 2016, La Trobe University will initiate the silent phase of its first ever fundraising campaign. This campaign is being launched to coincide with the 50th Anniversary of the University which will be celebrated in 2017.

Reporting to the Associate Director, Advancement, the position of Advancement Manager is primarily responsible for initiating, developing and facilitating fundraising activities and providing comprehensive advice and professional services in relation to philanthropic activity across the University. The position works closely with the Colleges, Campus Directors and Senior Leaders of the University on a range of responsibilities to develop, implement and evaluate fundraising programs, projects and/or special projects assigned to the position in order to create and sustain philanthropic relationships and income generation for the University

Key areas of accountabilities

- Conceptualise, develop, implement and evaluate strategic fundraising programs and ensure all aspects of these plans are effectively implemented to deliver outcomes against the University's Future Ready Strategic Plan and the University's Advancement Plan.
- Strategically develop the University's portfolio of external philanthropic supporters to reinforce the visions and goals of the University and to promote priority projects.
- Be responsible for generating philanthropic income for the University to meet agreed annual targets.
- Monitor, evaluate and report on philanthropic programs/projects and maintain appropriate records for fundraising activity, including the preparation and analysis of quarterly metrics relating to fundraising activity. Assist the Associate Director, Advancement to develop an annual budget and measure of success for fundraising activities/projects/programs for the University.
- Initiate and maintain effective communication and working relationships across the University and externally, such as attendance at relevant Alumni and Advancement and/or College or Campus donor and alumni events and related activities as required.
- Contribute to fostering teamwork across the entire Fundraising team at the University and in developing a continuous review and improvement program in the Alumni and Advancement Office.

Key selection criteria

Essential

- A postgraduate qualification with substantial relevant experience or an equivalent alternate combination of relevant knowledge, training and/or experience.
- Demonstrated experience in managing and negotiating high level philanthropic agreements including major gifts and in developing high value sponsorship proposals and/or joint venture collaborations on behalf of universities, or equivalent enterprises.
- Demonstrated ability to analyse complex issues and provide detailed reports and recommendations relating to philanthropic activity.
- Demonstrated successful experience in the engagement of external stakeholders, including high net worth individuals, corporates and philanthropic organisations.
- Demonstrated high-level skills in developing philanthropic donor proposals and/or Trust and Foundation grant applications.
- Demonstrated experience in engagement with and education of internal and external stakeholders to successfully deliver specific project outcomes within defined timeframes.
- Excellent written, interpersonal, negotiation and verbal communication skills, including the ability to persuade key stakeholders and to represent the University at external forums on matters relating to key areas of responsibility.
- Demonstrated ability to communicate across a range of mediums which includes public speaking, verbal and written presentations, proposals and correspondence. Computer proficiency and ability to manage tasks using an advancement tool-set.
- Demonstrated experience in handling confidential matters and a high level of integrity and professionalism.
- Ability to work collaboratively with colleagues and stakeholders to achieve shared goals.
- Experience of working within the Higher Education sector.

Desirable

- Willingness to travel to other La Trobe locations or off-site locations both nationally and potentially internationally.
- Willingness to attend after-hours functions and activities.
- Experience of using the Raiser's Edge alumni and fundraising CRM

La Trobe Cultural Qualities

Our cultural qualities underpin everything we do. As we work towards realising the strategic goals of the University we strive to work in a way which is aligned to our four cultural qualities:

- 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 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 **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: