

Position Title	Communications Officer
Classification	Level 6
School/Division	Development and Alumni Relations
Centre/Section	Advancement Services
Supervisor Title	Senior Manager, Communications & Events
Supervisor Position Number	321477
Position Number	322229

Your work area

Development and Alumni Relations (DAR) oversees the University's alumni, philanthropy and community strategies. The function works collaboratively across the University to embed philanthropic and engagement activity into the University's operations. The core responsibility of the team is to lead and build on the University's alumni, donor and community relations to advance the University's goals.

DAR facilitates relationships inclusive of:

- Alumni including graduates, former students and staff
- Donors
- Corporate and business entities
- Foundations and Trusts
- Community organisations
- Government
- Friends and Volunteers

Reporting structure

Reports to: Senior Manager, Communications & Events

Your role

As the appointee you will, under general direction, support DAR's philanthropy and engagement goals through the design and implementation of a range of communications, utilising a variety of platforms that interface with the alumni database (Blackbaud CRM). You will plan, implement and assess communications and ongoing engagement to support DAR's strategic programs.

You will be a great communicator and be able to coordinate activity across a busy department. You will liaise with internal and external stakeholders to ensure communications and online engagement is impactful and measurable, with a goal to continuously evaluate and improve DAR's performance against key metrics.

Your key responsibilities

Coordinate and implement strategic communications to support and further UWA's philanthropic outreach, acknowledging the impact of philanthropic giving on research, student experience and education outcomes.

Liaise with the Alumni Engagement team to further their goals of engaging alumni through cause-based programs, community and professional affiliations, and school and student affinities.

Coordinate and deliver the University's alumni and community e-newsletters, school-based bulletins, email marketing content, targeted campaign eDMs and event collateral.

Develop draft media releases, philanthropy impact articles and alumni stories for publication in Uniview, Alumni Connect and on the UWA newsroom.

Maintain the UWA Alumni and Giving websites, ensuring content is meaningful and up-to-date.

Liaise with UWA's Prospect Research and CRM teams to utilise and improve the alumni database, coordinate metrics, and monitor progress and performance of communications initiatives for reporting and continual improvement purposes.

Prepare summary reports, including outcomes and recommendations to be shared with UWA leadership and Convocation Council.

Other duties as required.

Your specific work capabilities (selection criteria)

Relevant tertiary qualification or demonstrated equivalent competency.

Demonstrated ability to develop communications strategies utilising social media platforms, email marketing applications and CRMs.

Demonstrated understanding of philanthropy, including donor stewardship and alumni engagement.

Excellent written and verbal communication skills with the ability to consult and provide support to senior staff and members of the Executive.

Highly developed organisational skills with the demonstrated ability to set priorities and to meet deadlines.

Ability to work independently, show initiative, problem solve and work productively as part of a team.

Proficiency in a range of computing skills including digital, database, electronic distribution, word processing, spread sheets, and email. This includes the ability to build webpages and create engaging visual content using relevant design applications.

Compliance

Ensure you are aware of and comply with legislation and University policy relevant to the duties undertaken, including:

The University's Code of Conduct [Code of Ethics and Code of Conduct](#)

Inclusion and Diversity web.uwa.edu.au/inclusion-diversity

Safety, health and wellbeing [Safety and Health Policy](#)