

Details

Area	Vice-Chancellor
Team	Advancement
Location	Geelong Waterfront / Melbourne Burwood Campus
Classification	HEW level 8
Reports to	Director, 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

Reporting to the Director, Alumni Engagement and working in partnership with colleagues across the team, this position sits within the University's Advancement function, which comprises Advancement Operations, Alumni Engagement and Development.

The Advancement team at Deakin focusses on building and maintaining relationships with our cohort of over 350,000 alumni and facilitates generous philanthropic gifts to the University from our growing community of over 8,000 donors.

The Advancement team are in the early stages of a three-phase plan to increase our team size, build our engagement capability and build a comprehensive fundraising & engagement program incorporating ambitious new goals to support our students, researchers and communities.

The Advancement Engagement Manager is a role critical to the ongoing growth and success of the Advancement team. Responsible for leading a small team providing marketing and communications program support and guidance to Advancement colleagues in the areas of content creation, impact reporting, digital engagement and other projects that interface with the University's Marketing and Communication functions.

Reporting to the Director Alumni Engagement the incumbent will :

- Partner on Advancement-specific marketing and communication activities across the Advancement, Marketing and Communications teams, along with the Office of the Deputy Vice-Chancellor Academic portfolio, Deakin Learning Futures, Office of Indigenous Strategy and Innovation, Faculties and others as appropriate
- Interpret Advancement's communications and marketing requests and liaise with the Marketing or Communications teams as appropriate to establish pragmatic, inclusive and sustainable solutions based on research and in alignment with University context, policies and practices
- Lead a small team of marketing and communications professionals in support of Advancement lead initiatives and campaigns
- Develop a network of useful contacts within Deakin and integrate perspectives held within different areas of the University, and put plans in place to build collaboration and develop shared goals
- Develop and use a thorough understanding of the philanthropic and/or Alumni Engagement context to anticipate needs, tailor marketing and communications projects, and ensure high-quality outcomes
- Develop a deep understanding of key teams in the university and foster a community of practice to align Advancement's engagement activities to messaging and initiatives already in-market across the University
- Prepare great Deakin stories to be told and shared within the frameworks established by partners in the Communications and Marketing teams and lead the development of key Advancement publications including D'kin Times and Deakin Difference
- Work with colleagues across the University and external partners, to support strategic projects and amplify internal and external messaging
- Across the Advancement team, drive appreciation and understanding of existing communication initiatives/channels to increase awareness and engagement, enabling colleagues to leverage these opportunities
- Collect and analyse stakeholder feedback to continually refine future outputs

- Coordinate Advancement collateral with internal and external providers, ensuring that outputs adhere to Deakin guidelines
- Investigate and undertake special projects, as required

Accountabilities

- Actively engage with a diverse range of stakeholders, analyse problems and weigh up a range of options to negotiate inclusive and accessible solutions. Implement solutions, evaluate effectiveness and adjust actions as required.
- Continually evaluate progress and re-prioritises work based on changing needs and strive for excellence and effectively overcome barriers to achieve outcomes. Monitor progress and risks, adapt personal and team priorities and plans as required.
- Encourage and coach others to question traditional assumptions, review practices and policies and draw on a range of information sources to identify new ways of doing things and ways of being inclusive.
- Promote teamwork across functions to support the achievement of goals and set a positive example of achievement and inspire others to succeed with ethics.
- Actively promote and drive inclusive change using broad influencing skills to gain support and overcome barriers to generate enthusiasm about change.
- Understand and integrate perspectives held within different areas of the University and put plans in place to build collaboration. Proactively build mutually beneficial, ethical alliances and develop common goals with others.
- Use understanding of the customer context to tailor services and advice and ensure a high-quality outcome. Improve service provided through addressing customer feedback and setting service standards
- Use understanding of individuals to get the best learning outcomes for the person and organisation and take time to apply relevant learning in day to day operations and set high standards for performance through continuous learning.

Selection

- A relevant postgraduate qualification in Marketing or Communications (or progress towards) or extensive relevant experience
- Demonstrated experience leading digital marketing and communications functions (in the philanthropic or higher education sectors would be highly desirable)
- Demonstrated ability to create engaging and accurate copy for a range of communication channels, often synthesising academic content into informal language
- Demonstrated experience in creating engaging content and communications for internal and external stakeholders and audiences
- Highly developed written and verbal communication skills, including the ability to create reports, briefings and presentations for a variety of audiences
- High-level attention to detail and focus on maintaining quality, accuracy and integrity of outputs
- Innovative and creative with ideas, with the ability to articulate and present these to meet stakeholder needs
- Experience in the production of digital content, social media campaigns and blog articles in a complex and diverse organisation
- Ability to manage personal and team timelines for the delivery of outputs

Capabilities

- **Emotional Intelligence** manages emotions to positively influence behaviour.
- **Communicates** engages others through persuasive and influential communication.
- **Collaborates** cultivates collaboration across Deakin, strives for shared outcomes, builds partnerships.
- **Delivers Outcomes** creates clarity through governance, makes decisions that result in quality outcomes.
- **Innovates** creates an environment where creativity and innovation are valued.
- **Inspires Results** translates strategic priorities into reality, inspires outcomes through others.

Special Requirements

- This position may require the incumbent to occasionally work outside business hours.
- This position may require the incumbent to travel from time-to-time within Victoria, domestic and/or international to attend conferences, events and to represent the university.
- 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.