



ALUMNI ENGAGEMENT MANAGER

DEPARTMENT/UNIT	Engineering Office of the Dean
FACULTY/DIVISION	Faculty of Engineering
CLASSIFICATION	HEW Level 8
DESIGNATED CAMPUS OR LOCATION	Clayton campus

ORGANISATIONAL CONTEXT

At [Monash](#), work feels different. There's a sense of belonging, from contributing to something groundbreaking – a place where great things happen. You know you're part of something special and purposeful because, like Monash, your ambitions drive you to make change.

We have a clear purpose to deliver groundbreaking intensive research; a world-class education; a global ecosystem of enterprise – and we activate these to address some of the [challenges](#) of the age, Climate Change, Thriving Communities and Geopolitical Security.

We welcome and value difference and [diversity](#). When you come to work, you can be yourself, be a change-maker and develop your career in exciting ways with curious, energetic, inspiring and committed people and teams driven to make an impact – just like you.

Together with our [commitment to academic freedom](#), you will have access to quality research facilities, infrastructure, world class teaching spaces, and international collaboration opportunities.

We champion an [inclusive workplace culture](#) for our staff regardless of ethnicity or cultural background. We have also worked to improve [gender equality](#) for more than 30 years. Join the pursuit of our purpose to build a better future for ourselves and our communities – [#ChangeIt](#) with us.

The **Faculty of Engineering** is one of the best in Australia and is renowned worldwide for the quality and calibre of our teaching, research and graduates. We offer a comprehensive range of undergraduate, graduate, postgraduate and higher degree by research programs in a wide range of engineering disciplines. Our research activities provide a platform for establishing a thriving educational enterprise and our staff are committed to creating a dynamic learning environment. The research activities range from fundamental studies to research with a strong applications orientation

POSITION PURPOSE

The Alumni Engagement Manager supports the Dean, Faculty General Manager and Marketing and Student Recruitment Manager in the development and delivery of the Faculty's alumni engagement and philanthropy strategies, programs and initiatives to advance the faculty's goals and ambitions.

The Alumni Engagement Manager is the faculty's key liaison point responsible for building and maintaining strong relationships with Monash Advancement as well as internal and external client groups to ensure alignment with the University's wider alumni engagement and philanthropic strategy.

This position is responsible for the development and implementation of an alumni engagement and philanthropy plan for the Faculty of Engineering in partnership with Monash Advancement, including hands-on involvement in alumni events and services, alumni volunteer recruitment, alumni recognition, and alumni research.

The Alumni Engagement Manager provides support to student engagement activities and initiatives through engaging extensively with our alumni to strengthen relationships. This includes collaboration with student clubs and teams, student industry experience teams, recruitment and marketing.

The position provides specialist advice on alumni engagement activities that contributes to the advancement of the Faculties' objectives.

Reporting Line: The position reports to the Marketing and Student Recruitment Manager

Supervisory Responsibilities: Not applicable

Financial Delegation: Not applicable

Budgetary Responsibilities: Not applicable

KEY RESPONSIBILITIES

1. Develop and implement a Faculty of Engineering alumni engagement strategy and plan and regularly evaluate and report on the effectiveness of this plan, in line with University policies and procedures
2. Develop and deliver a philanthropic strategy and plan for the Faculty of Engineering to raise philanthropic funds to support faculty research and scholarships, in line with University policies and procedures
3. Manage and co-ordinate a work environment of continuous review (i.e. feedback surveys on engagement activities etc designed to ensure continuing effectiveness and address any potential issues) and improvement of business practices, operational processes and service provision
4. Undertake research, data analysis and management in areas of functional specialisation, including regular business reporting
5. Manage the Customer Relationship Management system (SalesForce) and provide specialist advice, knowledge and reporting to Faculty to inform decision making, quality and performance and policy development
6. Provide value to existing student activities (e.g. student clubs and teams, open day, marketing and recruitment, departments, 2+2 program, department activities) as part of a broader effort

to leverage alumni engagement into the student experience (guest speakers, panel members, mentoring etc)

7. Develop and maintain strong partnerships with Advancement, both academic and professional teams within the Faculty, other relevant business units and functional areas, alumni engagement colleagues in other faculties, including provision of expert advice
8. Proactively engage and collaborate with donors, prospective donors, alumni and other key external stakeholders to develop a network of advocates for the faculty, brokering partnerships with domestic and international alumni, to assist in identifying projects that require philanthropic support, and foster productive relationships for the Faculty
9. Work closely with the Faculty's marketing and communications team to develop and deliver marketing and communications plans and strategies, and ensure that alumni are represented in internal and external communications, events and student recruitment activities
10. Other duties as directed from time to time

KEY SELECTION CRITERIA

Education/Qualifications

1. The appointee will have:
 - Postgraduate qualifications or progress towards postgraduate qualifications and extensive relevant experience; or
 - extensive experience and management expertise; or an equivalent combination of relevant experience and/or education/training.

Knowledge and Skills

2. Highly developed planning and organisational skills, with experience establishing priorities, allocating resources and meeting deadlines
3. Strong interpersonal and verbal communication skills when dealing with a broad range of individuals, groups and organisations including the ability to foster effective collaboration, negotiate and influence at senior levels
4. Demonstrated analytical, research and problem- solving skills and the ability to identify and recommend solutions to challenging issues
5. Ability to generate innovative strategies to develop partnerships and engage the commitment and support of potential donors and identifying relationships that would be beneficial to the Faculty and University's business objectives
6. Sound knowledge of up to date practices and techniques in communication, marketing (both domestic and international), branding and the positioning of an organisation to best perform in a competitive marketplace
7. Proven capability to manage relationships across the full spectrum of current stakeholders, potential new donors and other interested parties, with the capacity to inspire and engage robustly and ability to persuade them to commit to a cause
8. Demonstrated high level strategic analysis, research, planning and advisory skills, and proven experience in policy, guidelines and procedures development
9. Expert networking skills, with a well-developed network in government and business

OTHER JOB RELATED INFORMATION

- Travel to other campuses of the University may be required

- Travel to international locations to support alumni engagement activities may be required
- There may be a requirement to work additional hours from time to time
- There may be peak periods of work during which taking of leave may be restricted
- A current satisfactory Working With Children Check is required

GOVERNANCE

Monash University expects staff to appropriately balance risk and reward in a manner that is sustainable to its long-term future, contribute to a culture of honesty and integrity, and provide an environment that is safe, secure and inclusive. Ensure you are aware of and adhere to University policies relevant to the duties undertaken and the values of the University. This is a standard which the University sees as the benchmark for all of its activities in Australia and internationally.