

## POSITION DESCRIPTION

<b>Position Title</b>	Alumni Relations Manager		
<b>Organisational Unit</b>	Marketing and External Relations		
<b>Functional Unit</b>	Future Students and Advancement		
<b>Nominated Supervisor</b>	Associate Director Future Students and Advancement		
<b>Higher Education Worker (HEW) Level</b>	HEW 8	<b>Campus/Location</b>	North Sydney
<b>CDF Achievement Level</b>	2 Management	<b>Work Area Position Code</b>	TBA
<b>Employment Type</b>	Full-time, Continuing	<b>Date reviewed</b>	November 2017

## ABOUT AUSTRALIAN CATHOLIC UNIVERSITY

**Mission Statement:** *Within the Catholic intellectual tradition and acting in Truth and Love, Australian Catholic University is committed to the pursuit of knowledge, the dignity of the human person and the common good.*

Australian Catholic University (ACU) is both a Catholic University and a public institution within the Australian higher education sector. ACU is an inclusive community which welcomes students and staff of all beliefs. The University is committed to a strong Catholic ethos and seeks to foster and promote teaching and learning, research and scholarship, and community engagement in the Christian tradition. As valued members of our community, all staff members are expected to have an understanding of ACU's [Mission](#) and values and to demonstrate an active contribution to them.

The University shares with universities worldwide a commitment to quality in teaching, research and service. It aspires to be a community characterised by free enquiry and academic integrity.

The University chooses to focus on areas of teaching and research that are closely connected with its particular character as a University that is Catholic, public and national. The focus areas are Theology and Philosophy, Health, Education, and the Common Good and Social Justice.

ACU has over 2,500 staff supporting more than 34,000 students across seven campuses – Adelaide, Ballarat, Brisbane, Canberra, Melbourne, North Sydney and Strathfield.

The structure to support this complex and national University consists of:

- Vice President
- Pro Vice-Chancellor Assisting the Vice-Chancellor and President
- Provost
- Chief Operating Officer & Deputy Vice-Chancellor
- Deputy Vice-Chancellor, Research
- Deputy Vice-Chancellor, Students, Learning and Teaching

Each portfolio consists of a number of Faculties, Research Institutes or Directorates. The Directorate of Identity and Mission drives both the Identity and the [Mission](#) of the University. In addition, five Associate Vice-Chancellors and Campus Deans focus on the University's local presence and development of the University at the local 'campus' level.

The University pursues performance excellence and offers an environment where staff are valued and rewarded. Staff are expected to demonstrate a commitment to continuous improvement and to participate fully in resolving issues to achieve and maintain quality standards relevant to role. Further information about a career with ACU is available at [www.acu.edu.au](http://www.acu.edu.au).

ACU is committed to diversity and social inclusion in its employment practices. Applications from Aboriginal and Torres Strait Islander people, people with disabilities and people from culturally diverse groups are encouraged.

## **ABOUT THE MARKETING AND EXTERNAL RELATIONS DIRECTORATE**

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The Marketing and External Relations (MER) directorate, under the leadership of the Director of MER, encompasses Communications and Creative Services, Future Students and Advancement, and Digital Experience.

MER plays a key role in profiling and positioning ACU as a first choice among its diverse community and stakeholder groups, including potential students, Catholic and corporate partners, donors, alumni and staff.

The Marketing and External Relations directorate's primary objectives are to:

- Position and promote ACU as an attractive and first-choice study destination;
- Enhance and steward ACU's brand and reputation;
- Provide a valued and valuable service to the University community.

The directorate provides a range of services across the following areas: integrated marketing, media relations, advertising, design, internal and corporate communications, alumni engagement, student recruitment, fundraising, digital experience, and events management.

## **POSITION PURPOSE**

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The Alumni Relations Manager leads the development and delivery of state-based alumni relations programs that support University strategic objectives.

The role acts as the central liaison point regarding alumni relations programs for members of the alumni community from future alumni, through transition to professional and mature segments, working with University stakeholders including the DVC Students, Learning and Teaching, AVC, Campus Dean, faculties and directorates.

## **POSITION RESPONSIBILITIES**

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### **Introduction**

A number of frameworks and standards express the University's expectations of the conduct, capability, participation and contribution of staff. These are listed below:

- ACU Strategic Plan 2015-2020
- Catholic Identity and Mission
- ACU Capability Development Framework
- Higher Education Standards Framework
- ACU Service Principles
- ACU Staff Enterprise Agreement including provisions in relation to Performance Excellence

The [Capability Development Framework](#) in particular is important in understanding the core competencies needed in all ACU staff to achieve the University's strategy and supports its mission.

## Key responsibilities

Key responsibilities specific to this position	Relevant Core Competences ( <a href="#">Capability Development Framework</a> )	Scope of contribution to the University				
		Within the work unit or team ✓	School or Campus ✓	Faculty or Directorate ✓	Across the University ✓	
Develop, implement and report on the outcomes of the state ACU Alumni Relations program, and contribute to the national program that delivers tailored activities and services aligned to the life-stages from future alumni, through to transition to professional and mature segments.	<ul style="list-style-type: none"> <li>Collaborate Effectively</li> <li>Deliver Stakeholder Centric Service</li> <li>Apply Commercial Acumen</li> </ul>		✓		✓	
Work collaboratively with ACU faculties and departments across the state to integrate alumni relations into planning and programs, and establish close networks that foster deep engagement with alumni and their long-term advocacy for the ACU Mission and vision.	<ul style="list-style-type: none"> <li>Be Responsible and Accountable for Achieving Excellence</li> <li>Apply Commercial Acumen</li> <li>Communicate with Impact</li> </ul>		✓		✓	
Contribute to the national program of reconnecting with lost alumni and building quality data capture in the CRM that enhances the alumni relations program and aligns it with University objectives and priorities.	<ul style="list-style-type: none"> <li>Be Responsible and Accountable for Achieving Excellence</li> <li>Apply Commercial Acumen</li> </ul>		✓			
Develop and implement the state program of alumni events, and contribute to the national program of major events including the Alumni Awards, International Women's Day and specific domestic, international, campus and/or faculty networking events and alumni chapters that create strong, mutually beneficial longterm partnerships between the University and graduates.	<ul style="list-style-type: none"> <li>Collaborate effectively</li> <li>Be Responsible and Accountable for Achieving Excellence</li> </ul>		✓		✓	
Contribute to the national program, and lead the state program of increasing alumni participation in volunteering and long-term engagement with the University, including but not limited to mentoring, guest lecturing, providing work-integrated placements, participating on course advisory committees, actively supporting employment networks and resources and programs of postgraduate study.	<ul style="list-style-type: none"> <li>Communicate with Impact</li> <li>Apply Commercial Acumen</li> </ul>		✓		✓	

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Collaborate with the Advancement team to provide timely insights about active alumni likely to be predisposed to supporting ACU philanthropic programs, including the annual appeal and dedicated fundraising programs.	<ul style="list-style-type: none"> <li>Collaborate Effectively</li> <li>Apply Commercial Acumen</li> <li>Deliver Stakeholder Centric Service</li> </ul>			✓		
Collaborate with colleagues within Marketing and External Relations to deliver proactive marketing and communication programs, particularly identifying and liaising with alumni who participate in ACU branding campaigns and recruitment activities.	<ul style="list-style-type: none"> <li>Collaborate Effectively</li> <li>Communicate with Impact</li> </ul>			✓		
Contribute to regular research assessing alumni sentiment in the state, and develop communications, activities and harness University services that meet the particular needs of the alumni segment.	<ul style="list-style-type: none"> <li>Makes Informed Decisions</li> <li>Know ACU Work Processes and Systems</li> </ul>	✓			✓	

## HOW THE ROLE OPERATES

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### Key Challenges and Problem Solving

Building close relationships with internal and external stakeholders and engaging them in alumni relations programs across all segments.

Acting with a sense of urgency and encouraging others within the University to do so when opportunities to advance long-term relationships with engaged alumni are presented.

Balancing competing demands across the University to deliver alumni relations programs.

### Decision Making / Authority to Act

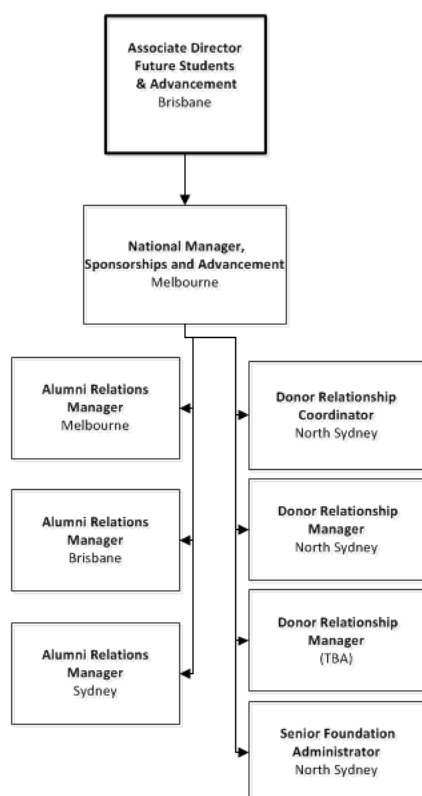
The position holder works autonomously in the development, day-to-day management and implementation of the state alumni relations program, seeking input from the relevant MER teams and faculties and Directorates to develop programs that meet University goals.

### Communication / Working Relationships

The position holder will be required to communicate with senior staff across the University to coordinate local and national programs and activities.

The position holder will communicate with internal and external stakeholders to measure current service levels for alumni relations programs, and discuss strategies to better align activities with University goals.

## Reporting Relationships



For further information about structure of the University refer to the [organisation chart](#).

## SELECTION CRITERIA

### Qualifications, skills, knowledge and experience

1.	Completion of, or progress towards, a postgraduate qualification in marketing or communication or a related discipline, or an equivalent combination of education/training and experience leading alumni relations programs, preferably within the higher education sector.
2.	Demonstrated experience developing and managing alumni relations programs that support organisational goals and meet agreed performance targets, preferably within the higher education sector.

### Core Competencies (as per the [Capability Development Framework](#))

3.	Demonstrate confidence and courage in achieving ACU's Mission, Vision and Values by connecting the purpose of one's work to ACU's Mission, Vision and Values.
4.	Understanding of the business environment in which ACU operates and demonstrated ability to adopt an organisational wide point of view to seize opportunities and improve commercial viability.
5.	Demonstrated commitment to delivering stakeholder centric services and keeping stakeholder interests at the core of business decisions to achieve organisational objectives and service excellence. See the <a href="#">ACU Service Principles</a> .
6.	Demonstrated ability to work collaboratively with stakeholders internal and external to the organization to capitalise on all available expertise in pursuit of excellence.
7.	Demonstrated ability to communicate with impact and purpose to gain the support of others and negotiate for mutually beneficial outcomes.

8.	An ability to take personal accountability for achieving the highest quality outcomes through an understanding of organisational context, self-reflection, and aspiring to and striving for excellence.
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**Other attributes**

9.	Demonstrated commitment to cultural diversity and ethical practice principles and demonstrated knowledge of equal employment opportunity and workplace health and safety, appropriate to the level of the appointment.
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