



Queen's College
The University of Melbourne

POSITION DESCRIPTION: ADVANCEMENT & ANNUAL GIVING COORDINATOR

Position:	Advancement and Annual Giving Coordinator
Department:	Advancement
Position Status:	Full time
Reports to:	Director, Advancement
Line Reports:	Nil
Date:	August 2017

INTRODUCTION

Queen's College is a high-performing, academically-focussed institution within The University of Melbourne dedicated to providing an enriching education for students, including academic and pastoral support and opportunities to explore the bigger questions of life.

Queen's College was the third college founded within The University of Melbourne by Wesleyan Methodist Church in 1887, with the first students taking up residence in 1888. Today it is a stimulating environment in which some 250 undergraduate and 50 postgraduate University of Melbourne students live, study, and grow intellectually and personally. Queen's resident students enjoy an enhanced university education with strong academic support through small group tutorials, individual mentoring, extensive pastoral care, and a wide range of extra-curricular activities, including the student-run club. Student life is further enriched by contact with visiting scholars of international repute. Each year exceptional scholars and thought leaders visit Queen's and contribute to our intellectual development and aspirations.

Queen's staff have a pivotal role in contributing positively to the 'Queen's Community'. Staff enjoy being part of an environment with strong leadership and a collegiate and communicative approach. As an organisation built on strong values, Queen's commitment to all staff is to create a positive and supportive work environment.

More information about Queen's is available on our website: www.queens.unimelb.edu.au

DEPARTMENT SUMMARY

The Advancement Office aims to facilitate the establishment and maintenance of mutually beneficial relationships between the College and its alumni (Wyverns), parents, friends and benefactors. It is responsible for the management of programs relating to alumni, parents and benefactors and undertakes major gift fundraising, alumni engagement and philanthropic giving, volunteer programs, donor stewardship and bequests.

The College has recently established the Wyvern Centre for Advancement (WyCfA) to create a focal point for building inspiring collaboration, engagement and partnerships with its alumni, parents, friends and benefactors.

POSITION SUMMARY

Reporting to the Director of Advancement, the Advancement and Annual Giving Coordinator is a new role to assist the College with its goal of increasing philanthropic revenue in order to promote access for a diverse range of students. The position will drive the delivery of the College's annual giving campaign and will also project manage high quality and effective advancement communications projects and other philanthropic activities.. The position will also actively support the development and delivery of programs and events to strengthen engagement with alumni, parents, friends and benefactors and build productive relationships.

KEY RESPONSIBILITIES

Philanthropic/Annual Giving

The Annual Giving program focuses on donations varying in size from a few dollars up to several thousand dollars and builds the donor pipeline. The Annual Giving program currently solicits donations through direct mail (DM), electronic direct mail (eDM) and associated social media. Success is measured in income, donor numbers and in terms of participation, acquisition and renewal rates.

The Advancement and Annual Giving Coordinator works in consultation with the Director, Advancement to:

- Plan, implement, evaluate and and continuously improve the College Annual Giving Program to increase philanthropic giving to the College and gain support from individual donors, primarily alumni, staff, students and members of the wider University community.
- Assist in developing programs, communications, and activities in support of giving at this level.
- Determine segmenting and data strategies that support the strategic direction of the Advancement Office and the College.
- Undertake detailed planning for appeals including timelines and deliverables from concept through to completion.
- Develop project budgets and forecasts for all DM initiatives.
- Liaise with the College Deans and residents/students to create impact stories and gain approval of content.
- Project manage the development of high quality appeal copy for DM, eDM, website and social media through consultation with internal and external stakeholders and through effective liaison with external designers.
- Coordinate appeal logistics including liaising with mail houses, ordering stationary to ensure that appeals are delivered on time and to a consistently high standard.
- Conduct all quality assurance reviews of data in relation to DM appeals, including checking of letter copy and design collateral.
- Provide timely responses to requests for follow-up or additional information and address all post-call requirements.
- Provide high quality reporting on philanthropic giving activities and outcomes.

Alumni Relations / Wyvern Centre for Advancement

The Wyvern Centre for Advancement is a new initiative at Queen's College. The centre is the 'front door' to College alumni, parents, friends and others.

The Advancement and Annual Giving Coordinator will:

- In consultation with the Director Advancement, plan and design alumni programs, communications and events that enable engagement of the local, interstate and international alumni community around the centre.
- Undertake analysis of potential WyCfA program ideas to assist the Advancement Office to determine the most effective strategies and programs to pursue.
- Support event management for WyCfA events and attend relevant events to assist with smooth running of events and to build effective relationships with the College's community.
- Undertake evaluation of alumni relations programs and activities and develop meaningful reporting on the performance of these programs for the Director Advancement.

Advancement Communication

- In consultation with the Director, Advancement, create and deliver the College's Wyvern Newsletter.
- Update Advancement content on the College website for the Annual Giving Program and other fundraising and alumni initiatives.
- Attend meetings, events and activities as required by the Director, Advancement.
- Work with the Donor Stewardship Officer to identify suitable Wyverns for a College mentoring program.

General

- Ensure all work is in line with College policies and procedures;
- Work in ways that support and uphold College values;
- Participate in Annual Performance Review with the Director Advancement
- Other duties as directed by the Director Advancement.

POSITION REQUIREMENTS (QUALIFICATIONS, SKILLS, KNOWLEDGE AND ATTRIBUTES)

Qualifications

- A relevant tertiary qualification and relevant experience

Attributes

- Professionalism, integrity, respectful, loyal, high level of discretion
- Sound judgement and a values-based approach
- Enthusiastic, self-motivated and outcome oriented
- Good attention to detail and high degree of accuracy
- Service and customer orientation, respectful
- Highly collaborative and cooperative

Skills

- Excellent written and verbal communication, well developed negotiation skills and influencing skills, excellent writing skills, well developed numeracy skills
- Project management skills, time management/organisational skills
- Problem solving skills
- Highly developed computer skills, with high proficiency in Word, Powerpoint, Excel and databases

Knowledge

- Knowledge about fundraising initiatives and programs
- Knowledge of best practice in design and copy writing for fundraising initiatives

KEY SELECTION CRITERIA

Essential

- Relevant tertiary qualification and relevant experience
- Demonstrated experience in working on successful annual/regular giving programs and/or fundraising initiatives and demonstrated understanding of DM best practices in design and copy writing
- Proven ability to provide analysis and evaluation of programs and demonstrated capacity to understand the strategic context for these programs
- Demonstrated project management skills and ability to coordinate detailed tasks to achieve outcomes within time and budget requirements
- High level of proficiency in a range of computer programs particularly Word, Excel, and Outlook and well developed skills in online applications and database systems
- Proficiency in utilising a range of communication channels, including social media, and the ability to embrace new technology
- Excellent writing skills and written and verbal communication, well developed negotiation and influencing skills and demonstrated ability to build effective relationships with a range of contacts and stakeholders
- Excellent organisational skills with the ability to exercise initiative and effectively plan and prioritise work to

- meet deadlines, and to work calmly under pressure
- Strong people skills with a high level of cross-cultural awareness and ability to liaise with a broad and diverse range of people

Desirable

- Knowledge and understanding of the tertiary sector
- Alignment with the College values and a strong affinity for the College

ADDITIONAL INFORMATION

1. Queen's is an equal opportunity employer.
2. Aboriginal and Torres Strait Islander people, and those who speak languages other than English are encouraged to apply.
3. This position is based at 1-7 College Crescent, Parkville.
4. Employment is subject to the satisfactory completion of a Police Record Check and where required Working with Children Check.
5. In the context of occupational health and safety all employees are required to carry out their duties in a manner that does not adversely affect their own health and safety and that of others by reporting all incidents and injuries as well as co-operating with any measures introduced in the workplace to improve OH&S.

RELATIONSHIP TO PERFORMANCE DEVELOPMENT AND REVIEW PLAN

This position description operates in conjunction with and forms part of the relevant individual Performance Development Review Plan. An initial performance review will take place six months following commencement of employment and then on an annual basis.

OUR MISSION

The mission of Queen's College is to: provide a positive and stimulating environment for students to pursue their studies at university; and to support and encourage students' academic work and personal development through a wide range of activities that enable them to excel and inspire in a rapidly changing and globalised world.

OUR VISION

The vision of Queen's College is to: be a vibrant and supportive academic residential community, a place which fosters life-long learning and fellowship.

OUR VALUES

- a strong sense of community, embracing diversity and practising inclusiveness;
- our heritage as a liberal institution with a Christian ethos;
- respect and support for the needs and rights of others;
- the importance of learning as a holistic experience encompassing mind, body and spirit, and also encouraging intellectual enquiry;
- striving for excellence in academic and other pursuits;
- service to the wider community and concern for the future of the environment in which we live.

SIGNATURES

I have read, understood and accept the above position description

Name:

Signature:

Date:

Authorised Manager Name:

Authorised Manager Signature:

Date:

DOCUMENT REVIEW DETAILS

Version Number:

Date Reviewed:

Date New Version Approved: