

# Manager, Advancement Operations

## HEP Level 9

<b>POSITION NUMBER</b>	952022
<b>ORGANISATIONAL UNIT</b>	Engagement & Advancement
<b>POSITION REPORTS TO</b>	Director of Advancement
<b>OVERALL PURPOSE</b>	<p>The overall purpose of the Advancement Operations Manager is to provide leadership, strategic direction and efficiency improvements for services to support the advancement efforts of Victoria University (VU). The Manager plays a critical role in achieving Advancement’s strategic objectives and targets as set out in the Advancement Plan.</p> <p>The incumbent has primary responsibility for managing Advancement resources including the CRM database and the marketing communication stack, driving and implementing strategic projects and operational efficiencies. This role also oversees management of the VU Philanthropic Fund, ensuring financial management including budgeting and reporting is accurate and timely, and appropriately reflected in both the Advancement database and the university’s financial system (Finance One).</p> <p>In collaboration with the Director of Advancement, the Manager is responsible for ensuring operational excellence.</p>
<b>ORGANISATIONAL CONTEXT AND RELATIONSHIPS</b>	<p><b>Within the University the position:</b></p> <ul style="list-style-type: none"> <li>◆ Works closely with the Director of Advancement, and the Associate Director of Philanthropy.</li> <li>◆ Works with all key contacts within and across the university including ITS, Finance, Student Services and VU Research.</li> <li>◆ Manages the Advancement Operations team (4 staff)</li> </ul> <p><b>Outside the University the position liaises with:</b></p> <ul style="list-style-type: none"> <li>◆ Database suppliers and consultants, other consultants, communications and information service providers as needed.</li> </ul>
<b>LOCATION/CAMPUS</b>	The position is currently located at the Footscray Park campus. The position and incumbent may be relocated to any other existing or future University work locations where it conducts its operations.

### KEY CAPABILITIES

Victoria University is committed to building core capability across VU through investment in our staff, our systems and our processes. We will develop the capabilities of our staff to:

**Deliver** – Excellence Results-driven, accountability, problem solving focus.

**Engage** – Customer service mind-set internally, externally and particularly for students.

People and Culture use only

**Collaborate and Partner** – Build successful relationships, communicate effectively, influence and negotiate.

**Innovate** – Entrepreneurship, growth, continuous improvement, digital transformation.

**Lead** – Inspire direction, lead change, manage and develop people.

## OUR ORGANISATION

Victoria University (VU) is a dual sector (higher education and TAFE) tertiary institution based in Melbourne, Australia. VU has academic colleges, each covering a broad discipline of study, and several research institutes and research centres. The University has campuses in Melbourne's CBD and western region, and a campus in Sydney. It also offers courses at partner institutions throughout Asia. Almost 43,000 students, including around 14,000 international students, study VU courses worldwide. In 2016, VU celebrated its 25th anniversary as a university, which also marked its 100 years as an educational institution.

Commitment to Protecting Country:

Victoria University honours its deep diversity as a foundation for collaboration and social progress. We will demonstrate sensitivity in respecting First Nation perspectives. We will ensure that we respect our Indigenous voices and commit to sustainable Protecting Country. We will take leadership responsibility, in all that we do, to improve the health and wellbeing of our local and global communities, and the planet that we share.

Commitment to Diversity and Inclusion at VU:

Victoria University believes that diversity of the workforce adds value to the University and creates a stronger, richer working environment for everyone. We are committed to making reasonable adjustments to ensure that our employees have positive, barrier-free work environments that accommodate their access needs. Employees who require adjustments are encouraged to discuss their needs with their line manager.

## ORGANISATIONAL UNIT

The Engagement & Advancement unit helps Victoria University deliver educational programs of excellence by building a community of loyal, committed and engaged alumni, donors, funders, partners, stakeholders, and friends. It is responsible for encouraging and managing philanthropic and partnership support for Victoria University and the Victoria University Philanthropic Fund, developing and delivering the Alumni Relations program, as well as managing the University's major partnerships and government and community relations. The Advancement team is located in the Engagement and Advancement group and is managed by the Director of Advancement who reports to the Chief Engagement Officer, who reports to the Deputy Vice-Chancellor External Relations and Partnerships.

## MAJOR TASKS AND ACCOUNTABILITIES

- ◆ Manage the planning, development and implementation of the operational infrastructure and frameworks for the management of Advancement Operations to support fundraising, alumni and stakeholder relations objectives.
- ◆ Develop and maintain relationships with internal colleagues and external suppliers and stakeholders to maximise outcomes, strengthen relationships, and enhance VUs reputation.
- ◆ Plan, establish and maintain necessary infrastructure including, systems, policies, processes, business rules to deliver operational support for the Advancement programs.

- ◆ Lead strategic, cross-departmental projects as delegated by the Director of Advancement to deliver against Advancement Plan targets.
- ◆ Lead the development of reporting metrics and platforms for the Advancement unit against the Advancement Plan targets, as well as other peak bodies (eg, CASE).
- ◆ Lead the management of the CRM database (thankQ) and associate marketing communications software (Ortto, Raisely), ensuring the delivery of training, support and consultation as required.
- ◆ Ensure that VU is compliant with all relevant legislation relating to the collection and storage of personal, financial and other data.
- ◆ Develop and maintain policy relating to gift acceptance and management in thankQ and Finance One, and associated financial transactions and processes.
- ◆ Provide strategic advice and recommendations to the Director of Advancement with regard to the operation of the VU Philanthropic Fund and the Advancement database to ensure that appropriate, relevant and timely reporting mechanisms are implemented and communicated to University committees as appropriate.
- ◆ Ensure the continuous improvement in the financial management of the VU Philanthropic Fund to ensure accurate and timely best practice donor service.
- ◆ Lead and manage team members to provide relevant advice, services and end-to-end solutions to internal and external stakeholders.
- ◆ Manage the Advancement Operations team including staff recruitment and supervision, budget development and administrative responsibilities.
- ◆ Identify, assess, prioritise and control risks to the health and safety of staff, students, visitors and contractors to the environment arising from the operation of the area under their responsibility, and ensure that a safe system of work is developed and followed through appropriate training, supervision and monitoring in line with the annual OH&S Plan

## LEVEL OF SUPERVISION

- ◆ Operates under broad direction from the Director of Advancement and will be required to manage other administrative, technical and/or professional staff

## PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

- ◆ Significant experience in strategy development and in leading complex, cross-organisational projects.
- ◆ Significant experience in the management of customer relationship management databases and associated marketing communications software.
- ◆ Significant experience in developing and managing budgets and financial reporting.
- ◆ Knowledge of national and state legislation relating to data collection and protection, privacy, financial transactions, and how to translate these into University policies, procedures and compliance systems
- ◆ High-level skills in supplier management, senior stakeholder management and negotiation
- ◆ Experience in organisational, team, staff, program and project management in order to ensure effective and efficient delivery of services
- ◆ A strong alignment with the values of the University

## KEY SELECTION CRITERIA

## Essential

1. Knowledge or Training equivalent to: Post graduate 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.
2. Demonstrated experience of management in a complex service environment, with a focus on delivering excellent service to multiple internal and external stakeholders such as internal staff and donors/funders.
3. Demonstrated ability to provide strategic and operational leadership across marketing and fundraising, data, financial and resource management.
4. Demonstrated high-level communication, cross-cultural, negotiation and interpersonal skills to enable issues to be resolved with key stakeholders including staff, other service areas of the University, external suppliers and donors and alumni.
5. Demonstrated experience in managing competing demands including management of operations, the development of policy, procedures and training, along with demonstrated initiative, to drive and deliver continuous improvement.
6. Demonstrated experience in the management of data structures, analysis, reporting processes and systems to provide insights into program performance.
7. Demonstrated experience in developing and leading a high-performing team to deliver high level institutional support services, and ensuring the ongoing capability and responsiveness of the team in a service oriented and rapidly changing environment.
8. Demonstrated capacity to understand and comply with employer policy and practices in all aspects of work and conduct, including OH&S and Anti-Discrimination responsibilities and complete/attend relevant training
9. Experience in an advancement or a fundraising team in an educational and/or a not for profit setting.

# Organisational Chart

