

Philanthropy Manager

HEP Level 8

POSITION NUMBER	950495
ORGANISATIONAL UNIT	Advancement
POSITION REPORTS TO	Associate Director, Philanthropy
OVERALL PURPOSE	The Philanthropy Manager is responsible for identifying, cultivating, soliciting and stewarding prospective and existing donors to generate significant philanthropic support for Victoria University. The role manages a portfolio of major gift prospects and donors and works collaboratively with academic and professional colleagues across the University to align donor interests with institutional priorities and strategic objectives. The incumbent will proactively develop and implement donor engagement strategies, build compelling philanthropic opportunities and secure major gifts that support Victoria University's teaching, research, student success and community impact priorities. Operating within a best-practice relationship fundraising framework, the Philanthropy Manager will contribute to the growth of a sustainable culture of philanthropy across the University and play a key role in achieving Advancement's fundraising objectives. Success in the role will be measured through donor engagement, pipeline development, philanthropic income secured, stewardship outcomes and long-term donor value.
ORGANISATIONAL CONTEXT AND RELATIONSHIPS	Within the University the position: ◆ Works with the Chief Advancement Officer, Director of Advancement and the Associate Director of Philanthropy and philanthropy team. ◆ Collaborates with members of the wider Advancement team and External Relations and Partnership portfolio. ◆ Builds productive relationships with senior university leaders, researchers, academics and professional staff across the University. ◆ Works with Colleges, Research Institutes, Centres and strategic initiatives to identify and develop philanthropic funding opportunities. Outside the University the position liaises with: ◆ Donors and prospective donors. ◆ Alumni and community leaders

	◆ Foundations and philanthropic advisers where relevant ◆ Volunteers, advocates and supporters of Victoria University
LOCATION/CAMPUS	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.

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

At VU, we aim to be one of the leading impact universities in the world. VU is an impact driven university committed to equity, excellence and opportunity. Based in Melbourne's west and connected globally, we put students first through the VU Block Model®, dual sector pathways and strong industry partnerships. We are a values led, inclusive workplace where diverse talent is supported to make a real difference.

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 Advancement team plays a critical role in supporting Victoria University's strategic ambitions by fostering meaningful and mutually beneficial relationships with alumni, donors, and friends of the University.

Through the implementation of Victoria University's multi-year Advancement Plan, the team is responsible for growing philanthropic support, strengthening alumni engagement and building a culture of philanthropy that advances the University's priorities in education, research, student success and community impact.

The Advancement team is managed by the Director of Advancement who reports to the Chief Advancement Officer (CAO). The CAO reports to the Deputy Vice-Chancellor External Relations and Partnerships.

MAJOR TASKS AND ACCOUNTABILITIES

Major Gift Fundraising

- ◆ Manage a portfolio of major gift prospects (focused primarily on those capable of making gifts between \$100,000 to \$1 million) and donors, developing and implementing tailored engagement strategies.
- ◆ Conduct and coordinate regular visits for the purposes of qualification, cultivation, solicitation, and stewardship of major gifts.
- ◆ Prepare and present compelling funding proposals, cases for support and gift opportunities aligned to University priorities.
- ◆ Achieve agreed fundraising, portfolio activity and pipeline development targets.
- ◆ Build and maintain a robust pipeline of prospective donors to support sustainable fundraising growth.

Stakeholder Engagement

- ◆ Develop strong and productive partnerships with Colleges, Research Institutes, Centres and professional service areas.
- ◆ Work with academic and professional leaders to ensure philanthropic opportunities align with institutional funding priorities.
- ◆ Facilitate meaningful engagement between donors and University leaders, academics, researchers and students.
- ◆ Provide fundraising advice and support to internal stakeholders to maximise philanthropic outcomes.

Donor Stewardship and Relationship Management

- ◆ Ensure high-quality stewardship and engagement of donors throughout the donor lifecycle.
- ◆ Collaborate with Advancement colleagues to deliver donor recognition, impact reporting and stewardship activities.
- ◆ Maintain productive long-term relationships with donors and supporters that maximise engagement and philanthropic support.

Portfolio and Pipeline Management

- ◆ Maintain accurate and timely records of donor engagement activities within the University's CRM system.
- ◆ Use data, reporting and prospect intelligence to inform fundraising strategy and decision-making.
- ◆ Contribute to portfolio reviews, fundraising forecasting and performance reporting.
- ◆ Monitor progress against fundraising objectives and adjust strategies where required.

Strategic Contribution

- ◆ Contribute to the development and implementation of Advancement fundraising strategies, campaigns and initiatives.
- ◆ Identify emerging opportunities and trends in philanthropy that may benefit Victoria University.

- ◆ Promote a culture of philanthropy and donor-centred engagement across the University.
- ◆ Contribute to continuous improvement of Advancement systems, processes and practices.

General Responsibilities

- ◆ Demonstrate commitment to Victoria University's values, behaviours and strategic priorities.
- ◆ Comply with University policies and procedures, including privacy, confidentiality, equity, diversity, inclusion and workplace health and safety requirements.
- ◆ Undertake other duties commensurate with the classification and scope of the position.

TYPICAL AND MAJOR CHALLENGES

- ◆ Exhibit expertise in area of responsibility; developed through relevant training, experience and application.
- ◆ High degree of independent decision making as well as collaborative decision making in consultation with others; with the ability to negotiate mutually beneficial approaches and outcomes across complex webs of relationships inside and external to the University.
- ◆ Exhibit an understanding of the intricacies of relationships within and across the University; and the ability to identify mutually beneficial outcomes for Advancement and VU.
- ◆ Operate autonomously, working independently to prioritise work demands to respond to University requirements and meet objectives within agreed parameters, time frames and allocated budgets.
- ◆ Display a high level of judgement, initiative, independence and problem-solving skills; and ability to provide specialist advice and support.
- ◆ Review and evaluation of current practice and delivery to ensure ongoing relevance and efficacy; and achieve continuous improvement.

LEVEL OF SUPERVISION

- ◆ Operates under broad direction from the Associate Director of Philanthropy; and exercises a high degree of initiative, judgement and autonomy in the management of assigned responsibilities.
- ◆ The incumbent may provide mentoring, coaching and guidance to other Advancement staff as required.

PROFESSIONAL AND ORGANISATIONAL KNOWLEDGE

- ◆ Experience in major gift fundraising, philanthropy, stakeholder engagement or a related discipline, including the cultivation, solicitation and stewardship of donors and prospective donors.
- ◆ Demonstrated experience developing and implementing fundraising or engagement strategies that deliver measurable outcomes and contribute to organisational objectives.
- ◆ Experience managing complex stakeholder relationships and influencing outcomes across a large and diverse organisation.
- ◆ Demonstrated ability to identify philanthropic opportunities, develop compelling cases for support and align donor interests with institutional priorities and strategic objectives.
- ◆ Experience managing donor or prospect portfolios, including pipeline development, forecasting, performance monitoring and achievement of fundraising or revenue targets.
- ◆ Experience using customer relationship management (CRM) systems, prospect management tools and fundraising data to support decision-making and drive fundraising outcomes.
- ◆ Highly developed communication, negotiation and influencing skills, including the ability to engage effectively with senior leaders, academics, researchers, donors and external stakeholders.

- ◆ A strong understanding of donor-centred fundraising practice, confidentiality, privacy obligations and a demonstrated commitment to Victoria University's values and behaviours.

KEY SELECTION CRITERIA

Essential

1. Relevant tertiary qualifications or applicable combination of qualifications and substantial experience.
2. Demonstrated success in developing and managing strategic relationships that result in mutually beneficial outcomes.
3. Proven ability to identify, cultivate, solicit and steward donors, clients or stakeholders through a structured relationship management process.
4. A strong track record of successfully achieving stretch targets in complex environments - ideally in a philanthropic setting, and ideally at a 6 figure plus level
5. Excellent written, verbal, presentation and interpersonal communication skills, including the ability to engage credibly with senior stakeholders.
6. Demonstrated ability to work collaboratively across complex organisations and influence outcomes without direct authority.
7. Strong organisational and project management skills, including the ability to manage competing priorities and deadlines.
8. Experience using CRM systems, reporting tools and data to inform strategy and drive outcomes.
9. Demonstrated commitment to equity, diversity and inclusion and alignment with Victoria University's values and behaviours.

Desirable

1. Knowledge of the Australian philanthropic sector and charitable giving environment.
2. Experience of successfully developing and implementing fundraising programs, preferably in higher education
3. Membership of, or commitment to, professional fundraising bodies such as FIA.

Organisational Chart

