



## Position Description – Advisor, Philanthropy Campaigns

### Position Details

<b>Position Title:</b>	Advisor, Philanthropy Campaigns
<b>College/Portfolio:</b>	International & Engagement
<b>School/Group:</b>	Partnerships
<b>Campus Location:</b>	Based at RMIT University's city campus, however may be required to work and/or be based at other campuses of the University.
<b>Classification:</b>	HEW 7
<b>Employment Type:</b>	Fixed Term
<b>Time Fraction:</b>	1.0

### RMIT University

RMIT is a multi-sector university of technology, design and enterprise. The University's mission is to help shape the world through research, innovation and engagement, and to create transformative experiences for students to prepare them for life and work. For more information on RMIT University follow the links below.

<https://www.rmit.edu.au/about>

<https://www.universitiesaustralia.edu.au/university/rmit-university/>

<https://www.rmit.edu.au/about/facts-figures>

Our three main campuses in Melbourne are located in the heart of the City, Brunswick, Bundoora and Point Cook, along with other Victorian locations. There are also two campuses in Vietnam (Hanoi and Ho Chi Minh City) and a centre in Barcelona, Spain. RMIT is a truly global university.

<https://www.rmit.edu.au/about/our-locations-and-facilities>

We are also committed to redefining our relationship in working with, and supporting, Indigenous self-determination. Our goal is to achieve lasting transformation by maturing our values, culture, policy and structures in a way that embeds reconciliation in everything we do. We are changing our ways of knowing, working and being to support sustainable reconciliation and activate a relationship between Indigenous and non-Indigenous staff, students and community. Our three campuses in Melbourne (City, Brunswick and Bundoora campuses) are located on the unceded lands of the people of the Woi Wurrung and Boon Wurrung language groups of the eastern Kulin Nation.

## Why work at RMIT University

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Our people make everything at the University possible. We encourage new approaches to work and learning, stimulating change to drive positive impact. Find out more about working at RMIT University, what we stand for and why we are an Employer of Choice.

<https://www.rmit.edu.au/careers>

We want to attract those who will make a difference. View RMIT's impressive standings in university rankings.

<https://www.rmit.edu.au/about/facts-figures/reputation-and-rankings>

## International & Engagement

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The International and Engagement portfolio is responsible for RMIT's international strategy and agenda, including international development and partnerships and oversight of our international operations including RMIT Vietnam and RMIT Europe. It also incorporates the University's key engagement functions including communications, experience (global marketing, global student recruitment, alumni), and business development and partnerships.

[www.rmit.edu.au](http://www.rmit.edu.au)

## Position Summary

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The Advisor, Philanthropy Campaigns is a key member of the RMIT Philanthropy team. The role will design and drive marketing and event activities to support the acquisition, engagement and retention of donors. The role, with support from the team leadership, will develop and manage a comprehensive marketing and events plan and coordinate and manage delivery of strategic multi-channel marketing communication initiatives, events and tools. This may include marketing communications campaigns, acquisition and stewardship events, appeals, fundraising and support with stewardship communications, with a focus on both internal and external engagement opportunities. They may also play a supporting role in the development of major gift proposals.

## Reporting Line

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Reports to: Manager, Donor Experience

Direct reports: Nil

## Organisational Accountabilities

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RMIT University is committed to the health, safety and wellbeing of its staff. RMIT and its staff must comply with a range of statutory requirements, including equal opportunity, occupational health and safety, privacy and trade practice. RMIT also expects staff to comply with its policy and procedures, which relate to statutory requirements and our ways of working.

RMIT is committed to providing a safe environment for children and young people in our community. Read about our commitment and child safe practices. <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Appointees are accountable for completing training on these matters and ensuring their knowledge and the knowledge of their staff is up to date.

## Key Accountabilities

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- Understand partner patterns and preferences to drive positive responses through content, creative and strategy.
- Support the Manager, Donor Experience, to build, coordinate and deliver a comprehensive multi-

channel marketing and events plan to support donor acquisition and engagement.

- Manage the development and delivery of events to match stakeholder expectations. Activities include venue and supplier management, communications, budgeting, event registrations and other logistics.
- Work closely with stakeholders to provide direction including campaign planning and implementation; setting measurable objectives; timelines and milestones; promoting events and activities; managing allocated budgets; and supporting post-campaign analytics.
- Support the development and management of the maintenance of engaging content and tools including annual and periodic reports, proposal templates, RMIT website updates and key messages to support the Philanthropy team, and ensure impact, brand alignment and consistent tone of voice.
- Build and maintain trusted and effective relationships with colleagues including University Communications and the Experience team (responsible for global marketing, digital and student recruitment) to support Philanthropy objectives in alignment with RMIT-wide communications and brand objectives.
- Liaise with relevant internal and external partners to produce high quality, innovative, impactful and meaningful collateral including publications, advertising (print, online), fliers, animation and videos, email campaigns, online resources, and social media content ensuring brand identity compliance.
- Support the CRM team to ensure all campaigns are tagged and tracked accurately and databases are maintained to support campaign pre and post analytics.
- Promote a continuous improvement focus by evaluating, analysing and reporting on the effectiveness of external and internal communications and engagement activities that support excellence in service delivery.
- Develop a full working knowledge of RMIT administrative procedures and policies, and ensure compliance with RMIT policies.

### Key Selection Criteria

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1. Demonstrated experience designing and managing data-led marketing communications campaigns to build and grow membership/partnership relationships.
2. A strong understanding of the fundraising sector, donor behaviour, and communications and engagement in a fundraising context.
3. Proven understanding and experience of best-practice, impactful events planning, delivery and measurement.
4. Aptitude for identifying, uncovering and researching engaging content opportunities from across diverse stakeholder groups.
5. Demonstrated ability to manage briefing and approval processes for video, photography, illustration, design and print production.
6. Excellent interpersonal skills and a demonstrated ability to establish and maintain effective professional relationships at all levels.
7. Excellent project management skills.

8. Proven ability to successfully operate independently as well as in a team setting, in a fast-paced environment and to identified deadlines.
9. Demonstrated high level of computer literacy including use of eDM software.

### Qualifications

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Relevant qualification and/or extensive relevant experience.

Note: Appointment to this position is subject to passing a Working with Children Check and other checks as required by the specific role. Maintaining a valid Working with Children Check is a condition of employment at RMIT.

<b>Endorsed:</b>	Signature: Name: Title: Date:	<b>Approved:</b>	Signature: Name: Title: Date:
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