



Position Description – Associate Director, Alumni Engagement

Position Details

Position Title: Associate Director, Alumni Engagement

College/Portfolio: Engagement **School/Group:** Advancement

Campus Location: Primarily based at City campus, and the potential to work across other RMIT campuses as required.

Classification: HEW 10A **Time Fraction:** 1.0

Employment Type: Continuing

Reporting Line: Chief Advancement Officer

No. of Direct reports: 5 - 10

RMIT University

RMIT is a global university of technology, design and enterprise, committed to creating transformative experiences for students and making a meaningful impact through research, innovation, and engagement. 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 campuses in Melbourne (City, Brunswick, Bundoora, and Point Cook) are complemented by international campuses in Vietnam and a centre in Barcelona, Spain. We proudly acknowledge the Woi Wurrung and Boon Wurrung peoples of the eastern Kulin Nation on whose unceded lands our campuses are located.

We are deeply committed to reconciliation and Indigenous self-determination, embedding these values throughout our policies, culture and structures.

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

Why Join RMIT?

Our people are at the heart of everything we do. At RMIT, we value innovation, collaboration and impact. Our values are the heart (durrung) of who we are and what we stand for at RMIT. They guide what we do, how we make decisions, and how we treat each other.



Inclusion Imagination Integrity Courage Passion Impact

Learn more about our values: <https://www.rmit.edu.au/about/our-strategy/values>

Organisational Accountabilities

RMIT is committed to the safety, wellbeing and inclusion of all staff and students. As a staff member, you are expected to comply with all relevant legislation and RMIT policies, including those related to: Equal opportunity, Occupational health and safety, Privacy and trade practices & Child safety standards:

Appointees are responsible for completing all required training and ensuring that they and their team members remain up to date on relevant compliance obligations.

Staff are expected to understand and support RMIT's child safe practices as part of their professional responsibilities. More about our child safety commitment: <https://www.rmit.edu.au/about/our-locations-and-facilities/facilities/safety-security/child-safety>.

Leadership at RMIT

At RMIT, leadership is not defined by position or hierarchy—it is a shared responsibility demonstrated by all staff, regardless of role or title. Leadership is grounded in our six core values, which guide and shape how we work together, make decisions, and create impact.

Effective leadership means consistently integrating these values into everyday actions and interactions, whether influencing a project outcome, supporting a colleague, or leading a team. All staff are expected to embody the principles of the *Be-Know-Do* Leadership Model:

Be – We are open and authentic, inclusive and empowering. We are purpose driven role models and communicators.

Know – We are self-aware, and understand our stakeholders, our sector and priorities.

Do – We set clear direction and expectations, we develop ourselves and others and promote mutual accountability to deliver results.

At every level, leadership at RMIT is about influence, contribution, and mindset. It is reflected in how we empower others, foster collaboration, and drive positive change through capability-building and alignment to strategic goals.

College/Portfolio/Group

The Engagement Portfolio provides integrated, strategic leadership across the University to advance RMIT's reputation, reach, and revenue, encompassing a range of functions, including domestic and international student recruitment; global marketing; market intelligence and proposition, strategic communications; Advancement (alumni engagement, philanthropy, donor stewardship and donor relations, and Advancement Services); and industry engagement and partnerships.

Through innovation, collaboration, and strategic partnerships, the Engagement Portfolio plays a critical role in diversifying revenue streams and expanding RMIT's presence in alignment with its long-term strategic objectives.

Advancement develops and leads the engagement of the University's largest community, the alumni (c. 550,000), leads fundraising in support of institutional priorities and stewards donors and alumni to generate measurable impact.

Position Summary

The Associate Director, Alumni Engagement is a key leadership role in the RMIT Advancement team. The role will have responsibility for the design and delivery of programs of alumni engagement activities to build and deepen the lifelong connections between the University and its alumni community. The position holder will identify, implement, and manage engagement opportunities to actively pursue, develop, manage, nurture and maintain relationships with alumni of the University. They will work with alumni globally at every stage of their journey post RMIT, through multiple stages of engagement including personalised communication, in-person connections, volunteering and event interactions.

The Associate Director, Alumni Engagement will lead collaboration with internal and external stakeholders to increase alumni engagement, advocacy and philanthropy. The role will contribute to Advancement plans and be responsible for alumni engagement elements of that plan.

This is a new position within a growing Advancement team. The Associate Director, working with the Chief Advancement Officer and the Advancement Leadership Team, will set the strategic direction, goals and outcomes for alumni engagement at RMIT, including the University's international chapters around the world. They will also contribute to the organisational design of the team, identifying and designing new roles, and leading recruitment to new alumni engagement positions.

The Alumni Engagement team also manages the Honorary Degree program and accompanying relationship management of Honorary Doctorate recipients for RMIT.

Through the management of the Alumni Engagement team, the Associate Director has responsibility for alumni relations across the University and will work as a senior level support and key liaison point for schools and colleges, portfolios, entities and international chapters, planning and driving engagement with leading alumni to help realise the RMIT *Knowledge with Action* strategy.

The Associate Director will lead the Prominent Alumni program and will manage a portfolio of prominent alumni relationships and steward these to achieve mutually beneficial outcomes. They will serve as a benchmark and practice leader in managing relationships and in the recording of activity on the University alumni CRM. The Associate Director will identify issues that have the potential to impact on the achievement of outcomes and report and respond in a timely manner. They are also responsible for management, monitoring, and distribution of reporting on alumni engagement to internal stakeholders.

Key Accountabilities

- Develop and implement a multi-year Alumni Engagement Plan, aligned with institutional priorities, which offers a consistent, contemporary and value-driven experience for alumni regardless of channel or geography.
- Lead a team of experienced Alumni Engagement professionals to deliver on the Alumni Engagement Plan for RMIT.
- Create, implement and manage policies and processes relating to alumni engagement, including honorary degrees.
- Champion alumni engagement across the institution; building buy-in by developing effective relationships with key stakeholders across the University. Ensure positive working relationships with academics and those professional staff functions upon whom Advancement has a dependency for delivery of alumni engagement programming.
- Oversee the development of an annual program of events, communications, digital engagement, and volunteer opportunities to strengthen alumni relationships.
- Act as the first point of contact for strategic advice regarding alumni engagement (domestic and international).
- Identify, cultivate and manage mutually beneficial individual relationships with selected alumni who are part of RMIT's cohort of prominent alumni to facilitate mutually beneficial outcomes for the alumnus and the University.
- Use data, segmentation, benchmarking, and engagement analytics to ensure alumni engagement is informed by data driven decision-making.
- Collaborate with the Philanthropy team, and College and Portfolio Industry teams to identify alumni with potential for increased philanthropic or partnership involvement.
- Manage an annual program budget for Alumni Engagement. Ensure efficient use of resources and continuous improvement in workflows and program delivery.
- Work with the Advancement Services team to drive continuous improvement in alumni information in the CRM (Raiser's Edge). Monitor KPIs such as engagement metrics, communications analytics, and volunteer participation. Report on the outcomes of alumni activities as required.
- On behalf of the Chief Advancement Officer, represent the institution and Advancement at internal and external events.

Key Selection Criteria

- Extensive knowledge and experience implementing and managing comprehensive alumni engagement programs, preferably in a Higher Education/Further Education setting.
- Experience leading a team of subject matter experts in a complex environment.
- Excellent relationship management skills, proven ability to influence, negotiate and collaborate with a wide variety of stakeholders to meet objectives.
- Demonstrated project management skills and ability to lead and contribute analytically and creatively to projects.
- Outstanding negotiating, verbal, and written communications skills.
- Excellent organisational skills, ability to oversee multiple projects concurrently, and consistently meet deadlines.
- Excellent analytical and reporting skills, including the ability to analyse engagement data, manage budgets, and interpret financial data.
- Demonstrated capacity to work both independently and in multi-disciplinary team environments as team leader or member, to assess priorities, exercise discretionary judgment and negotiate at senior levels for sustainable outcomes.
- Knowledge and experience using Advancement CRM databases.

Qualifications

Relevant bachelor's degree or equivalent experience in an appropriate field.

Working with Children Check

Appointment to this position is subject to holding a valid Victorian 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.