



## Position Description – Regular Giving Manager

### Position Details

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**Position Title:** Regular Giving Manager

**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 8 **Time Fraction:** 1.0

**Employment Type:** Continuing

**Fixed Term Reason:**

**Reporting Line:** Associate Director, Donor Relations and Stewardship

**No. of Direct reports:** 0

### RMIT University

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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?

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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

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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

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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

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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, alumni (c. 550,000), leads fundraising in support of institutional priorities and stewards donors and alumni to generate measurable impact.

## Position Summary

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The Regular Giving Manager is responsible for developing, delivering and optimising RMIT's regular giving program to grow sustainable, multi-year philanthropic income in support of the University's strategic priorities.

Reporting to the Associate Director, Donor Relations and Stewardship, the role plans and executes integrated campaigns to acquire, retain and upgrade donors across key constituencies, including alumni, staff, and previous supporters of RMIT.

This is a hands-on role that is responsible for the end-to-end delivery of appeals, as well as contributing to the strategic planning of the regular giving program and donor journeys designed to encourage retention and increased giving.

The position works closely with colleagues across RMIT to ensure donor-centred, data-informed and brand-aligned approaches and uses insight and sector best practice to drive continuous improvement in program performance. While the role has no direct reports, it provides specialist expertise and coordination and manages relationships with external suppliers to ensure the effective delivery of regular giving activities.

### **Key Accountabilities**

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- Contribute to annual and multi-year planning for regular giving, ensuring alignment with RMIT's strategic objectives and Advancement priorities, and provide advice to the Advancement Leadership Team on program opportunities and risks.
- Plan, coordinate and deliver multi-channel fundraising campaigns (e.g. email, direct mail, digital, social media, payroll giving) to acquire, retain and upgrade donors. Campaigns may focus on external (eg alumni) or internal (eg staff) audiences.
- Manage campaign timelines, creative development, segmentation, testing and optimisation, ensuring campaigns are delivered on time, within budget and in line with RMIT brand and communications standards.
- Build effective working relationships with colleagues across Advancement, Communications, Marketing, colleges and portfolios to ensure alignment of messages, shared planning and identification of opportunities for cross-promotion of appeals.
- Coordinate relationships with external suppliers (eg mailhouse, external content producers) including briefing, day-to-day liaison, monitoring of deliverables and performance evaluation.
- Work with the Associate Director to ensure supplier contracts, costs and outcomes achieve value for money and support strategic objectives.
- Monitor sector trends, benchmarking data and emerging technologies in regular giving and digital fundraising and initiate test-and-learn activities, pilots and process improvements.
- Contribute to the design and implementation of donor journeys for regular givers to enhance donor experience and encourage long-term loyalty.

### **Key Selection Criteria**

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1. Demonstrated experience in planning and implementing multi-channel managing regular giving programs, preferably within a higher education or not-for-profit environment.
2. Strong skills in using data to segment audiences, track activity and measure campaign performance.
3. Demonstrated ability to interpret and report on key metrics (eg income, response, retention, attrition, ROI) and use data insights to inform decision-making and continuous improvement.
4. Excellent communication skills, including demonstrated experience writing persuasive content for a range of channels and audiences.
5. Outstanding attention to detail, with the ability to review and edit content to ensure accuracy, and handle complex segmentation of data.
6. Strong project management skills and an ability to meet tight deadlines.

7. Proven ability to build and maintain productive working relationships with a wide range of internal and external stakeholders, including senior staff, Advancement colleagues, and external suppliers.
8. Demonstrated ability to work independently with minimal supervision, take initiative and exercise sound judgement in managing priorities and resolving issues.
9. Understanding of, and commitment to, ethical fundraising practices, privacy requirements and relevant legislation.
10. Experience of and/or willingness to explore new tools and innovations, including AI, to drive increased reach and effectiveness.

### **Qualifications**

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Relevant tertiary qualification and/or extensive relevant experience.

### **Working with Children Check**

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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.