

Deakin University

Director of Development



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Background Information

Deakin University is proud to be recognised as an organisation that offers a friendly, supportive and challenging working environment.

Our staff are committed to making a genuine difference to people's lives through excellence in education and research. We acknowledge the importance of providing a dynamic and diverse working environment and offer variety in day-to-day roles as well as professional development opportunities to assist staff to grow and progress their careers. Deakin University staff have the opportunity to interact with colleagues from a diverse range of cultures and professional backgrounds, all of whom share a common interest in lifelong learning.

Deakin is Australia's sixth largest university and ranks first in Victoria for both student satisfaction and graduate employment. Deakin operates five campuses; the Cloud Campus, Melbourne Burwood Campus, Geelong Waurn Ponds Campus, Geelong Waterfront Campus, and the Warrnambool Campus. We have corporate centres in Melbourne's CBD, and at the Burwood, Waterfront and Waurn Ponds campuses, as well as

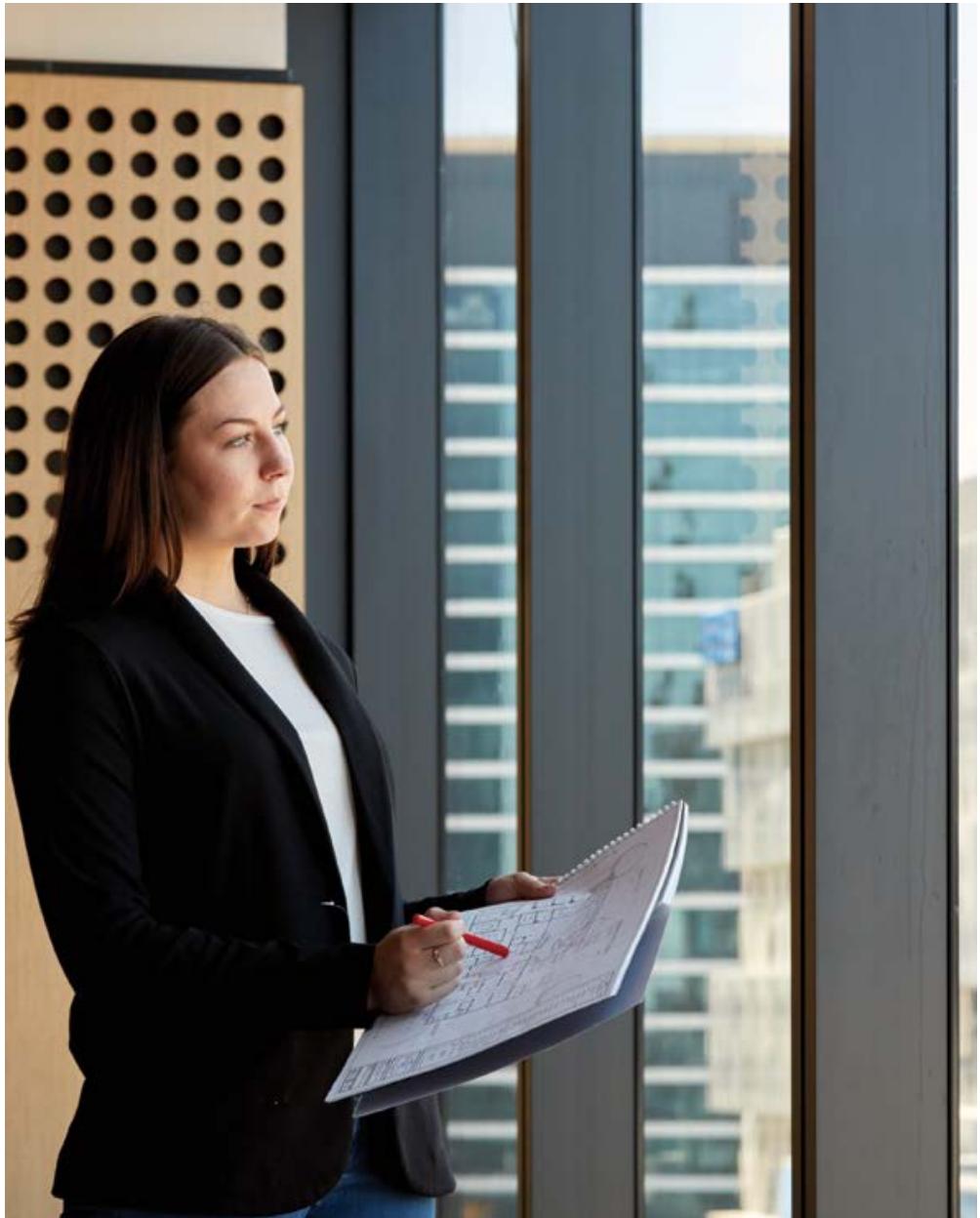
offices in South Asia, China, Indonesia, Latin America, Europe, Malaysia, Vietnam, Pakistan and Singapore.

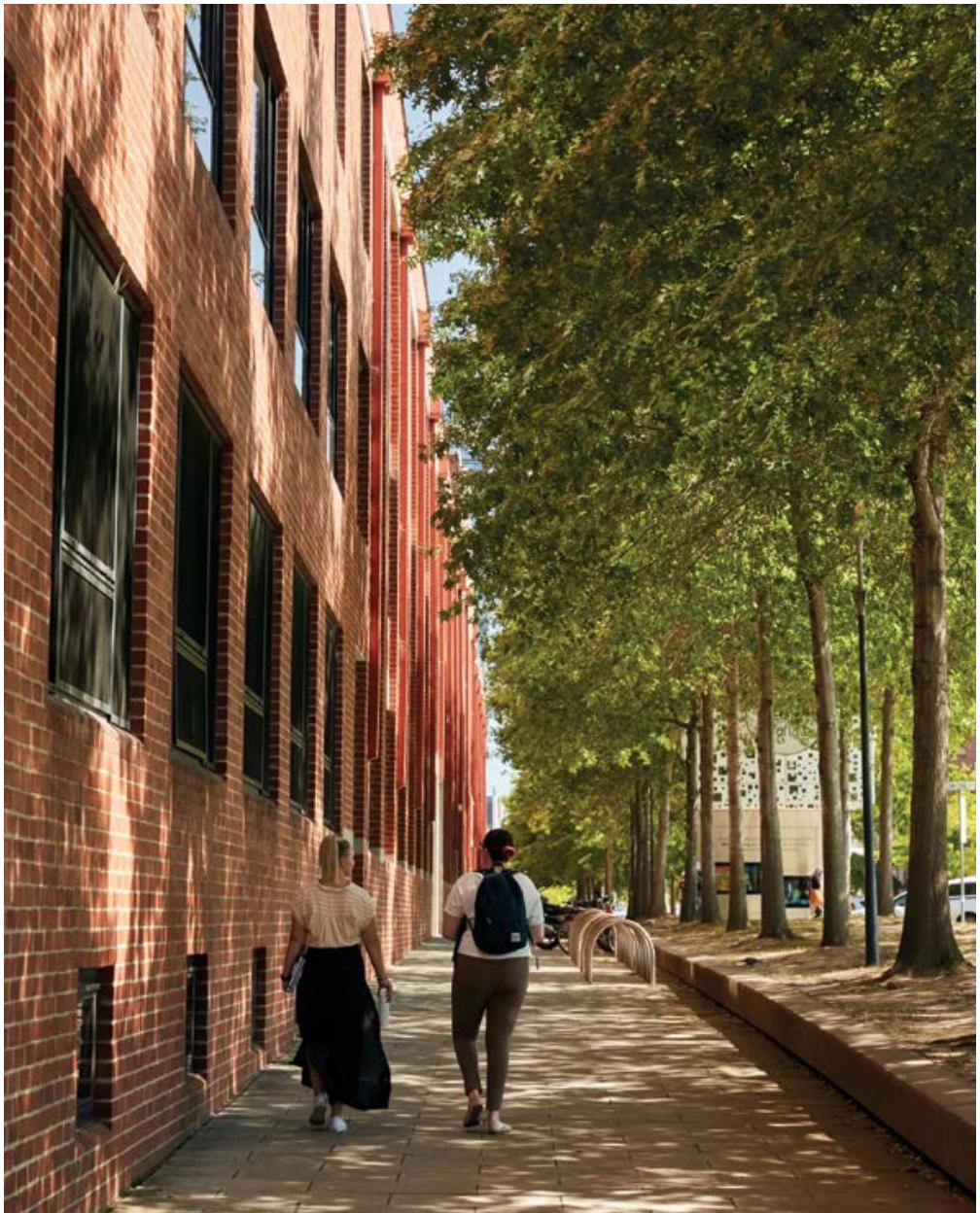
Deakin 2030: Ideas to Impact

Deakin's strategic plan sets out an optimistic future powered by ideas and framed by five Impact Themes that act as our compass for navigating opportunities and decisions.

Deakin 2030: Ideas to Impact demonstrates a commitment to lifelong learning and employability, discovery and creativity, digital capability, social justice, inclusivity and the strength of diversity. Through our balanced excellence in education and research, we create a rich and complex ideas ecosystem that delivers lasting value for our students, partners and communities.

To view the current strategic plan:
https://www.deakin.edu.au/_data/assets/pdf_file/0008/2249270/Strategic-Plan-2030.pdf





The Deakin values

- **Brave:** We make bold decisions, demonstrate courage and ambition, and we support personal responsibility and accountability.
- **Dynamic:** We are innovative and entrepreneurial, solving problems with creativity and flexibility.
- **Sustainable:** We care about our shared future, integrating economic, environmental and social dimensions of sustainability in all we do.
- **Ethical:** We conduct our business with the highest standards of professional behaviour and integrity.
- **Excellent:** We strive for excellence in all aspects of our work.
- **Inclusive:** We value diversity, embrace difference, seek to engage and welcome all.

Advancement at Deakin University

Deakin's ambition to be Australia's most progressive university empowers ours to be a university that does Advancement exceptionally well. As the University prepares to celebrate our 50th anniversary, we are poised to usher in a new age of Advancement. There is a clear interest in growing philanthropy and connecting with our graduates, across the University, Faculties, research centres and institutes and at every level of seniority. The task to reimagine our University presents a unique opportunity in Deakin's history – and future – to meaningfully embed Advancement into the life of our organisation.

The University's Strategic Ambition underscores the focus of our work in Advancement with a commitment to leveraging strong partnerships to maximise the social, cultural and economic impact we deliver regionally, nationally and globally. Further, the Strategic Plan highlights that our friends, alumni and partners are integral to our success and philanthropy will play an increasing role in building our financial resilience.

Deakin's new Advancement plan is to be rolled out across three phases, each phase being approximately 3 years in length.

The first of these is 'Strengthen 24', which has four aims:

1. Increase philanthropic income
2. Expand our donor base
3. Engage alumni in mutually beneficial ways
4. Optimise operations to drive success

Beyond this, the second phase, Scale '27, we will leverage our strong foundations to build momentum, scaling up our philanthropic and engagement programs to reflect Deakin's notable academic and research excellence.

The Sustain '30 phase will focus on continuing to strengthen and grow engagement and philanthropy within our community. Philanthropic participation will be intrinsic to the Deakin community. We will be a force multiplier and we will be known as strong a place that philanthropists can trust to steward their gifts, as well as a place and network that supports mutually beneficial engagement with our alumni and friends.

Strengthen 24:

Increased philanthropic income:
We will aim to increase philanthropic income through major and principal giving, regular giving and gifts in wills activity, supported by Donor Relations and Prospect Strategy within Development, and colleagues across

Advancement who work towards our shared ambition of raising more funds for the University.

Expand the University's Community of Donors:

Key to this will be the re-establishment of Deakin's regular giving program, including an annual tax appeal as well as building strong cases for support and strengthening giving from Deakin alumni and staff, our largest and most consistently active donor cohorts.

Engage alumni in mutually beneficial ways:

Over the next three years, we will connect, engage and celebrate alumni with the University, engaging alumni in a mutually beneficial partnership that generates meaningful connections and strengthens the Deakin community.

Optimise Operations to Drive Success:

Advancement Operations must proactively create efficiencies to support an evolving fundraising and alumni engagement program within the existing financial structure and staffing profile. This activity will include efficient information and systems management, best practice gift processing and innovation, meaningful reporting and analytics and more streamlined business services and project management.

Deakin's Promise to Equity, Diversity and Inclusion

At Deakin we value diversity, embrace difference and nurture a connected, safe and respectful community. Deakin is an Employer of choice for Gender Equality, a proud member of the SAGE Athena SWAN program seeking gender equity for Women in STEMM, and a bronze award holder in the Australian Workplace Equality Index for LGBTI inclusion. We strongly encourage applications from Aboriginal and Torres Strait Islander people and people of all cultures, abilities, sex and genders.

Further information about Deakin can be found at <https://www.deakin.edu.au/>

Information on giving to Deakin:
[https://www.deakin.edu.au/
business-and-community/donate](https://www.deakin.edu.au/business-and-community/donate)



The Role

Job Title

Director of Development

Location

Melbourne Burwood Campus

Reports to

Chief Advancement Officer

Direct reports

Associate Director, Major Giving (to be recruited in 2022)
Trusts and Foundations Manager
Donor Relations Manager
Gifts in Wills Manager
Prospect Strategy Manager

Key Internal Relationships

Advancement Leadership Team
Academic and Administrative Leaders across Deakin

Purpose

The primary purpose of the Director, Development is to strategically lead the University's fundraising team in Advancement. The position oversees the strategy for the identification and expansion of the prospective donor base, as well as strategies for cultivation, solicitation and stewardship with the objective of maximising philanthropic support for Deakin's research and teaching. The position is responsible for a multi-million dollar budget and setting ambitious fundraising targets and has overall responsibility for managing the Development team and identifying, cultivating, soliciting and stewarding donors.

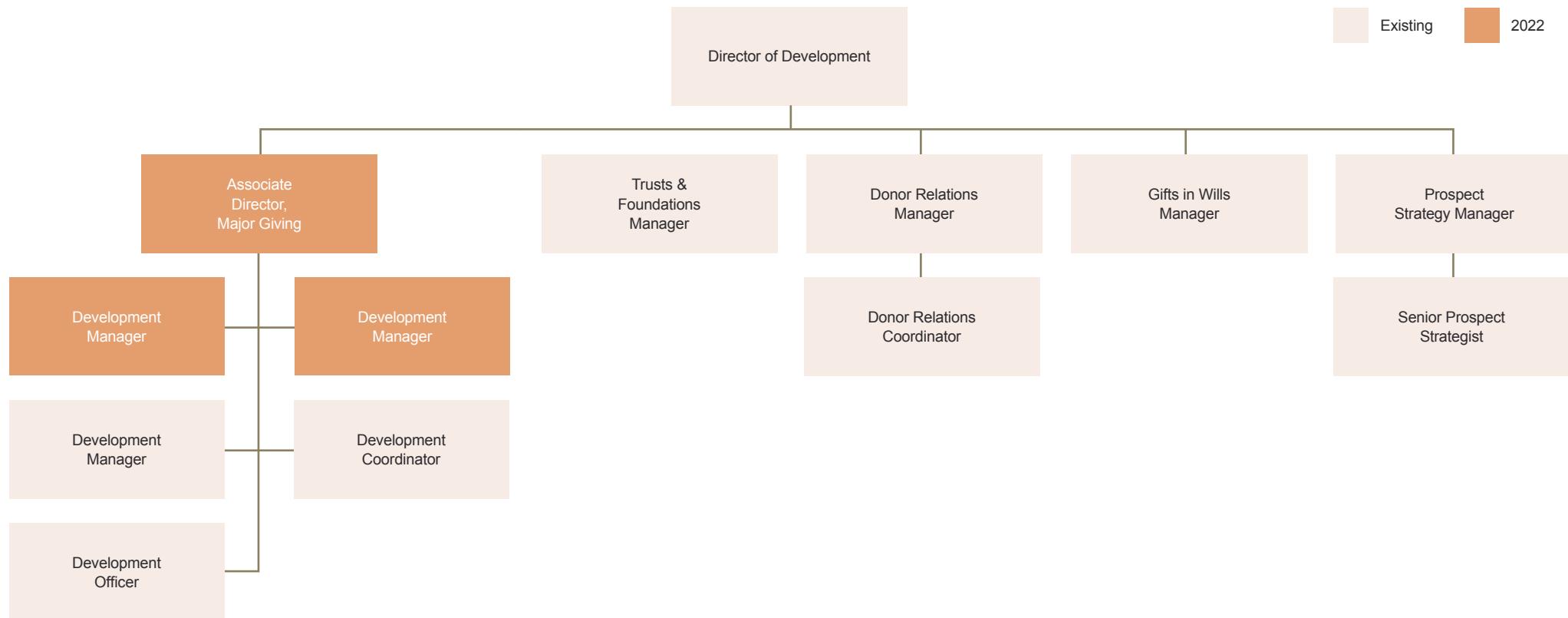
The Development team includes the following functions:

- Major gifts, including the management of major gift fundraisers responsible for securing significant donations from individuals and organisations
- Gifts in Wills, growing Deakin's community of bequestors through the Deakin Legacy Society



Organisational Chart

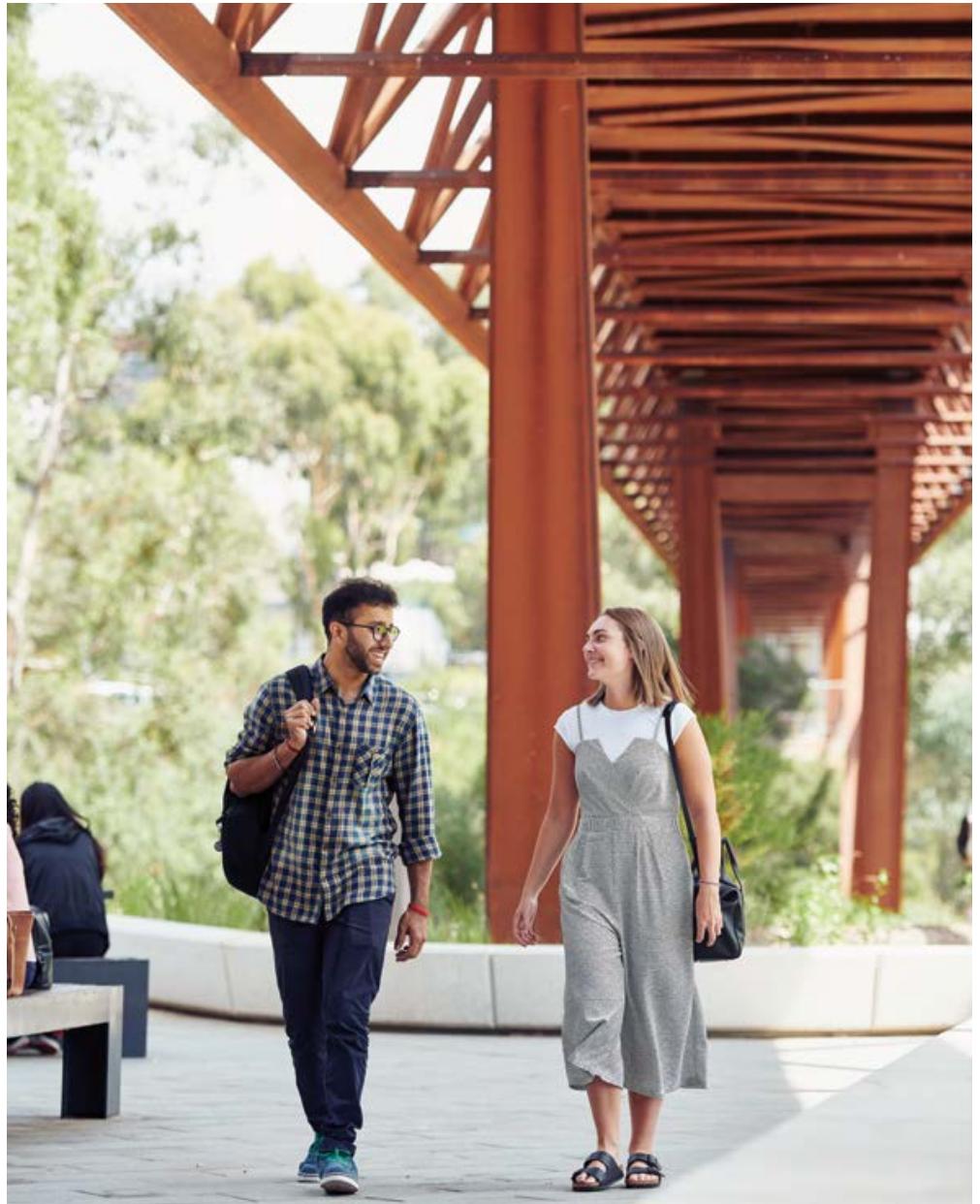
Development 2022



Key Criteria for Success

After 12 months in post, the successful candidate will have:

- Established themselves as a trusted and collaborative leader and manager, continuing to build the confidence of the development team, inspiring them to achieve their goals.
- Supported those major gift fundraising staff in closing gifts that are currently in train, ensuring that team and personal targets are met.
- Established themselves as a key member of the advancement leadership team, working seamlessly with the members of advancement leadership and having built credible relationships with other key senior internal stakeholders across the University.
- Recruited an Associate Director, Development and Development Managers who have the capacity to hit the ground running so that come 2023, the team is running efficiently and at a suitably high level of performance that the Director of Development and Chief Advancement Officer can focus on progressing major and principal gift fundraising to a new level.



Key Responsibilities

Leadership, Strategy and Management

- As part of the Advancement Senior Leadership Team, collaborate with Director, Alumni Engagement and Director, Operations to develop and deliver a comprehensive Advancement program.
- Liaise with Executive Deans and other senior leaders of the University to develop major gift opportunities that align with University and Faculty strategy.

- Plan strategically for management initiatives related to fundraising issues, develop plans and work processes for fundraising projects and define the organisational structure for the Development team including the kinds of the methods and techniques of work, the work assignments, duties and responsibilities of positions and the classifications and qualifications of positions necessary for an effective fundraising effort.

- Oversee the continued development of the fundraising team, ensuring that they keep abreast of new techniques and strategies to focus on establishing a program that is best practice, best-in class.
- Ensure staff and own adherence to University policies and procedures, including but not limited to those relating to equal opportunity, occupational health and safety, risk and financial management, privacy, staff development and staff performance planning and review.

- Contribute to the University's fundraising performance by overseeing an individual portfolio of major and principal gift prospects.
- Partner with the Chief Advancement Officer in the cultivation and solicitation of Principal Gifts which are prospective donors capable of making multi-million dollar gifts.
- Manage the Prospect Strategy team to identify new prospects, as well as lead strategies to qualify and engage these prospects. Continuous monitoring of systems for tracking the progress of prospects in active cultivation and solicitation.



Development Activity

- Lead the development and management of a comprehensive, collaborative and ambitious fundraising program, including major gifts, bequests, trusts and foundations, donor stewardship and prospect strategy.
- In collaboration with the Chief Advancement Officer and other leaders within the University, help lead the development of major and principal gift proposal concepts for complex collaborative initiatives and the institution's ambitious ideas.

Person Specification

Qualifications, Experience and Knowledge

- Relevant fundraising experience and post-graduate qualifications or a combination of education and relevant experience.
- Formal program and/or project management qualifications, with knowledge of CASE best-practice guidelines.
- Significant experience in major and principal gift fundraising, preferably in higher education.
- Extensive experience in a comparative senior leadership role managing high-performing teams.
- Extensive experience working in a business development capacity within the not for profit or government sectors and a comprehensive understanding of the key issues and complexities associated with this combination.

Skills and Abilities

- Exemplary relationship development and marketing skills, underpinned by sound leadership knowledge in a marketing or business development field.

- Excellent written and oral presentation skills.
- Proven ability to interpret high level strategic direction into operational objectives and achieve (or exceed) those key performance objectives in a large complex organisation in a time bound context and amid competing priorities.

About You

To be successful at Deakin you are willing to enthusiastically embrace the Deakin Offer and Promise as expressed in the Deakin University Strategic Plan, and must share the University's values.

You will be a person who is ambitious for Deakin University's success and optimistic about its future; and will display diligence, have great resolve and a focus on producing results.

You are committed to being part of a collaborative, high performing team who strives to building a sustainable long term strategic philanthropy program within the context of the aspirations and goals set within the Advancement Plan.

Special Requirements

- This role requires extensive out of normal business hours attendance and internal and external whole of organisation profiling events.
- Working With Children Check



Next steps

Terms

Salary

To discuss salary parameters please call Jocelyn Kelty, Director, or Judith Marks, Senior Consultant, Richmond Associates, Australia Office on +61 2 8218 2185.

Benefits

Benefits of working with Deakin:
<https://www.deakin.edu.au/about-deakin/careers-at-deakin>

How to Apply

Applications should include:

1. A comprehensive curriculum vitae, giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your latest salary and notice period.
4. Names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (we will not contact your referees without your express permission).
5. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Jocelyn Kelty, Director, or Judith Marks, Senior Consultant, Richmond Associates, Australia Office.

Richmond Associates interviews are scheduled to take place from **24 – 28 January 2022**. First round interviews with Deakin are scheduled to take place on **9 February 2022**. Second round panel interviews with Deakin will take place on or around **16 February 2022**.

Closing date for applications is Friday 21 January 2022.

Please send your application to the Richmond Associates, Australia Office:

✉ info@richmond-associates.com
☎ +61 2 8218 2185

