

Deakin University

Development Manager x2



Contents

- 3 Background Information
- 6 The Role
- 7 Organisational Chart
- 8 Key Criteria for Success
- 9 Key Responsibilities
- 10 Person Specification
- 11 About You
- 12 Next steps
 - 12 *Terms*
 - 12 *How to Apply*
 - 12 *Selection Process*



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 Waurin Ponds Campus, Geelong Waterfront Campus, and the Warrnambool Campus. We have corporate centres in Melbourne's CBD, and at the Burwood, Waterfront and Waurin Ponds campuses, as well as

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

Deakin 2030: Ideas to Impact

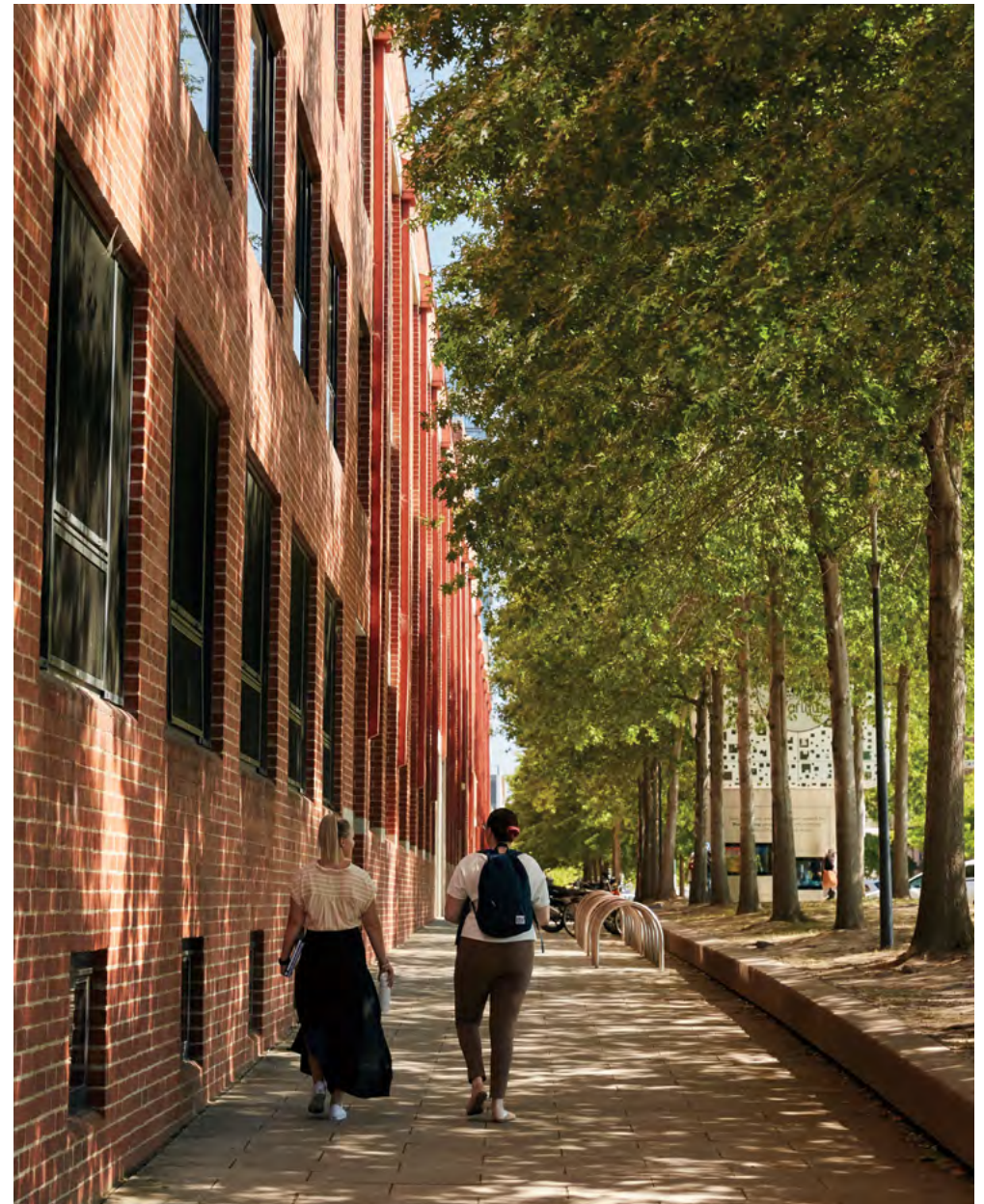
Deakin's strategic plan sets out an optimistic future powered by ideas and framed by five Impact Themes that act as our compass for navigating opportunities and decisions.

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>



The Role

Job Title

Development Manager x2

Location

Geelong Waterfront Campus or
Melbourne Burwood Campus

Reports to

Associate Director, Development

Key Internal Relationships

Director of Development
Chief Advancement Officer
Executive Deans, Heads of Schools
and Institutes and leading academic
researchers
Donor Stewardship and Engagement
team
Deakin Research Innovation and
Strategic Partnership staff
Division of Student Administration staff

Purpose

The Development Manager is responsible for raising major philanthropic gifts from prospective donors, which will support projects, programs and people at Deakin University. The Development Manager will be responsible for a portfolio of prospective donors, and partner with professional and academic colleagues to seek philanthropic support that drives forward the University's mission. This role has specific responsibility for maximising the University's philanthropic income through raising major gifts, primarily those between \$100,000 and \$1 million.

The incumbent will also maintain a high-quality stewardship process for active donors, working closely with the Donor Stewardship and Engagement team in doing so. Success will require a strong collaborative approach across the University, faculties, centres, institutes and professional service units.

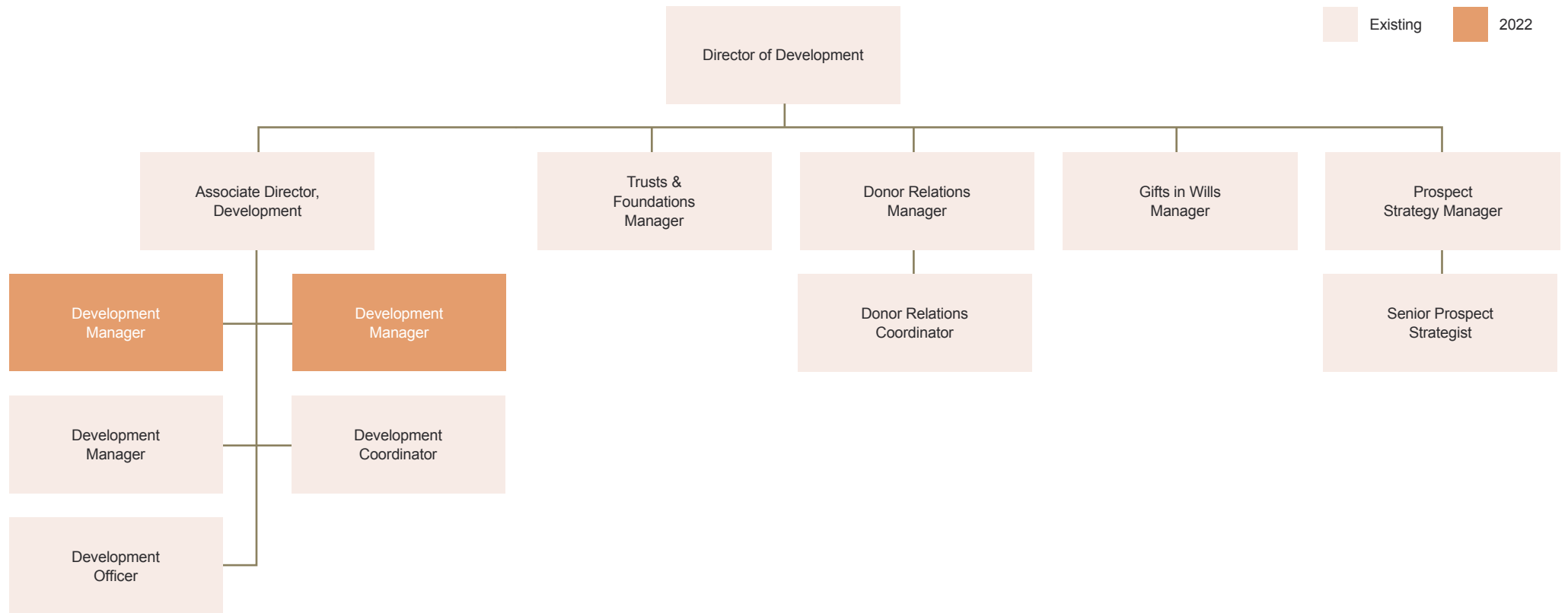
The wider Development team includes the following functions:

- 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
- Trusts & Foundations, focussed on strategic alignment with philanthropic granting bodies
- Donor Stewardship & Engagement, which acknowledges the generosity of supporters
- Prospect Strategy, partnering with fundraisers to manage Deakin's portfolio of prospective donors



Organisational Chart

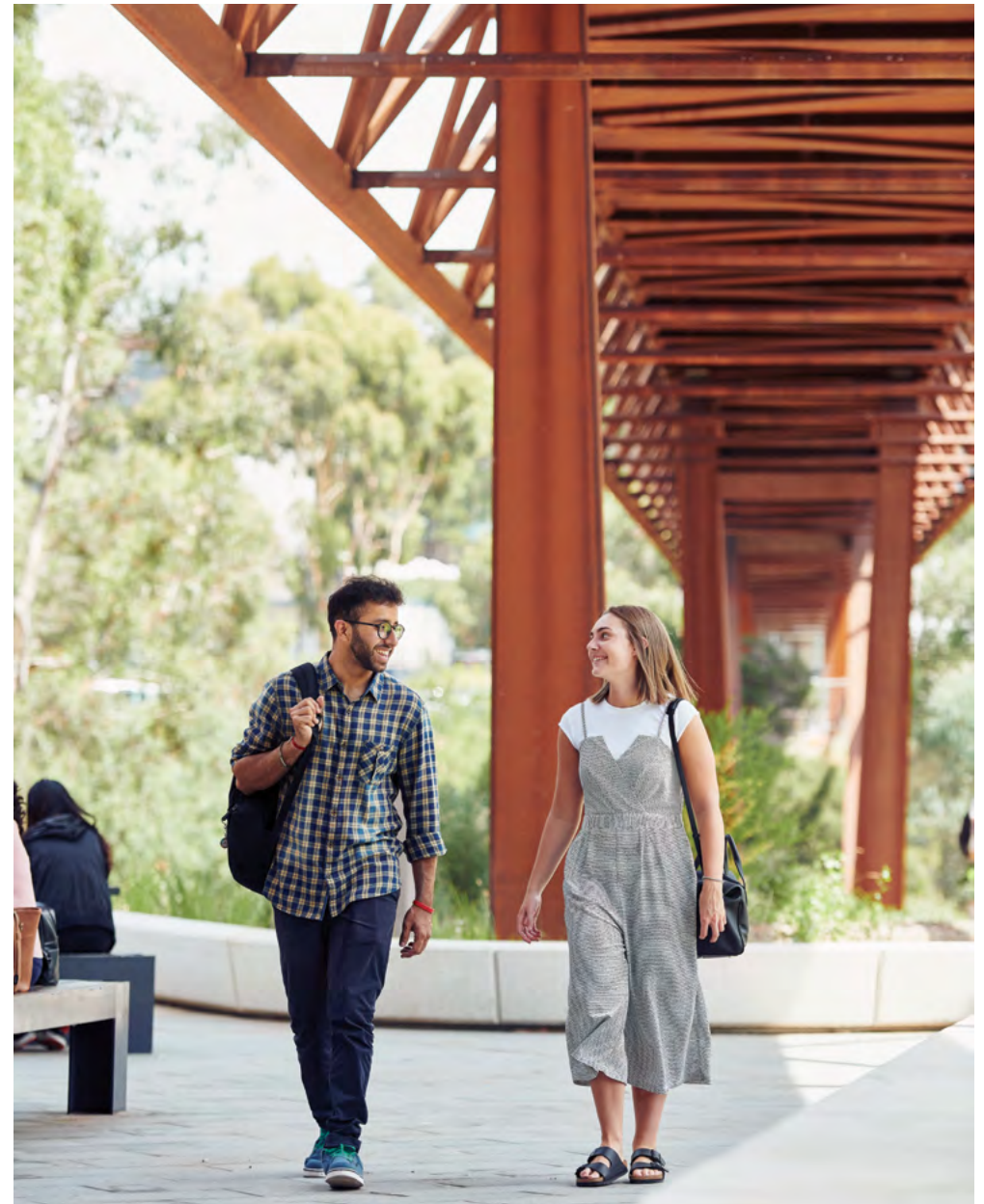
Development 2022



Key Criteria for Success

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

- Gained an in-depth understanding of the philanthropic priorities of the faculty/faculties they are securing major gifts for.
- Progressed 15-20% of their prospect pool to solicitation stage.
- Gained a thorough understanding of the University's donor base and built credible relationships with donors in their portfolio.
- Built strong working relationships with key members of academic leadership, particularly Executive Deans, Heads of Schools and researchers across the University, particularly with those they are working with to raise funds for priority projects.





Key Responsibilities

Major Gift Fundraising Activity

- Effectively manage a portfolio of major gift donors and prospective donors – focused primarily on those who are capable of making gifts between \$100,000 to \$1 million.
- Conduct and coordinate regular visits for the purposes of qualification, cultivation, solicitation and stewardship of major gifts.
- Meet a number of annual performance targets relating to relationship management with donors and prospective donors, such as number of meetings, 'asks' made, gifts closed, pipeline built, and income raised.
- Display leadership in your field, through understanding and demonstrating best practice and emerging trends - and weaving this into your approach in engaging donors/prospective donors with Deakin.
- Contribute to and advise on Faculty philanthropic strategy.

Stakeholder Management

- Develop and maintain strong relationships with internal and external stakeholders to optimise outcomes for donors and the University, partnering with academic and professional staff to engage in developing effective and meaningful philanthropy with donors and prospective donors.
- Play an active role in ensuring approaches to donors/prospective donors are coordinated across Deakin Advancement

Operational management

- Ensure accurate data of donor/prospective donor engagement is maintained through using the Deakin Advancement CRM – Deakin ARMS Blackbaud– in a timely and effective manner.
- Use reporting and insights available through Deakin ARMS Blackbaud, and associated systems, to drive efficient and effective fundraising practice.
- Any other duties as directed, commensurate with the scope and classification of the position

Person Specification

Qualifications, Experience and Knowledge

Essential

- Relevant degree qualification or applicable combination of qualifications and substantial experience.
- A strong track record of successfully achieving stretch financial targets in complex environments – ideally in a philanthropic setting, and ideally at a 6-figure plus level.
- Demonstrated experience in driving conversations with purpose to build and strengthen relationships towards a particular outcome.

Desirable

- An understanding of the Australian Philanthropic Community.
- An understanding of, and connections with, relevant industry and government bodies.
- Experience of successfully developing and implementing fundraising programs, preferably in higher education.

Skills and Abilities

- Excellent written, oral and interpersonal skills, with an ability to articulate a case for support and maintain effective working relationships internally and externally.
- Demonstrated understanding how using data and analysis through CRMs drives the most effective and efficient fundraising practice.



About You

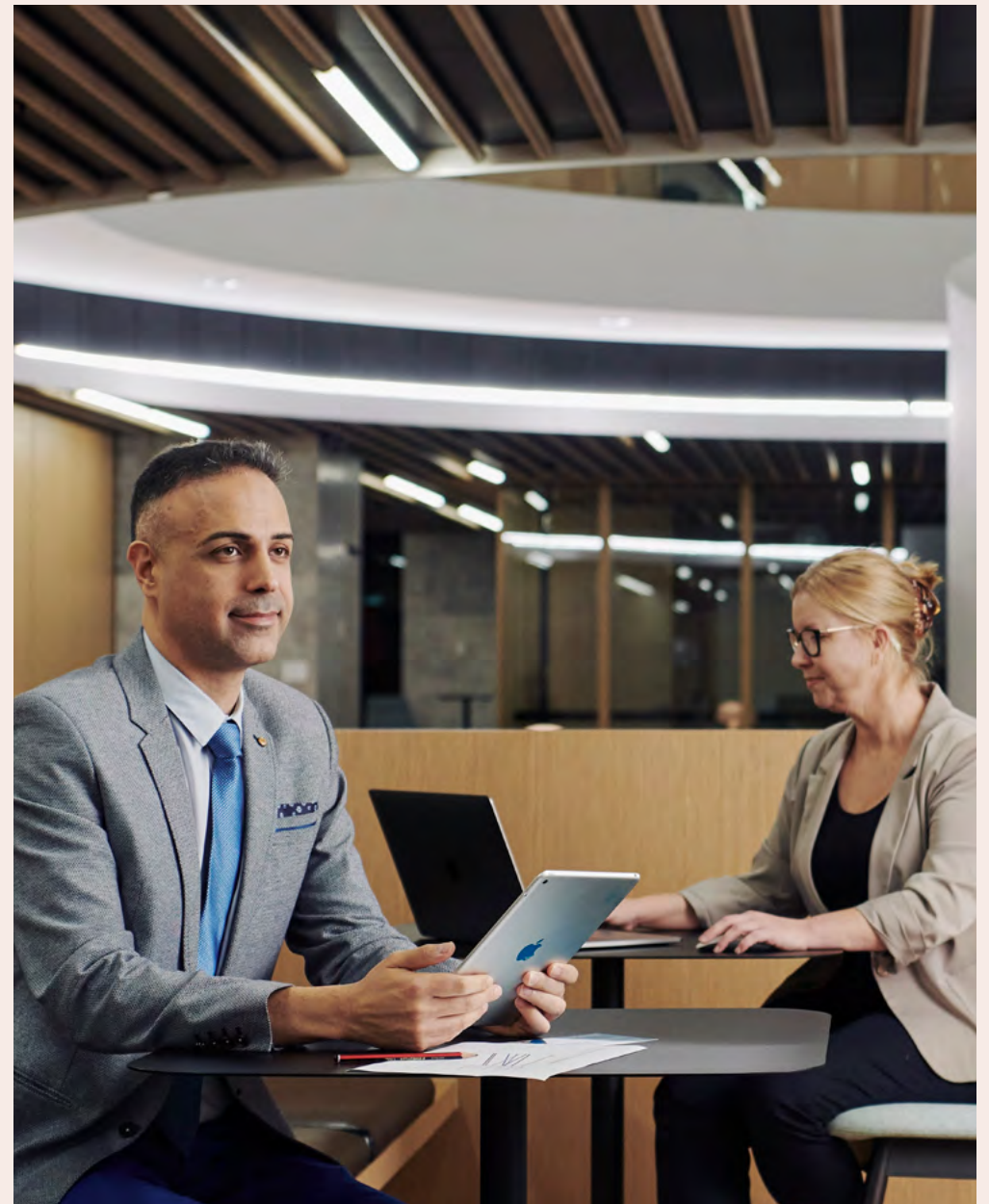
To be successful at Deakin you are willing to enthusiastically embrace the Deakin Offer and Promise as expressed in the Deakin University Strategic Plan and must share the University's values.

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. You possess a resilience, creativity and focus in achieving targets and goals, together with a high level of curiosity, tenacity and organisational skill.

Special Requirements

- Travel to other campuses of the University and on donor meetings, as required.
- Some work outside business hours will be required.
- Commitment to respect for privacy, confidentiality and sensitivity.
- Working with Children Check (refer to Recruitment Procedure).
- The timing of annual leave may be affected by the potential cyclical requirements of the role.



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 **6-9 June**. First round interviews with Deakin are scheduled to take place on **21 June 2022**. Second round panel interviews with Deakin will take place on or around **29 June 2022**.

Closing date for applications is Friday 3 June 2022.

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

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

