

Ormond College, University of Melbourne

Associate Director of Advancement



Contents

- 3 Background Information
- 5 The Role
- 6 Key Criteria for Success
- 7 Key Responsibilities
- 8 Person Specification
- 9 Next steps
 - 9 *Terms*
 - 9 *How to Apply*
 - 9 *Selection Process*



Background Information

Ormond College is the largest residential College at the University of Melbourne and host to the Wade Institute of Entrepreneurship. Home to around 390 undergraduates, 40 graduate resident students and 80 non-resident students, Ormond College is committed to providing an outstanding residential and learning experience through its core values of respect, community, learning, integrity, diversity and heritage. We inspire and challenge students' thoughts and beliefs, preparing them to be active citizens in their life after College, and to make a positive contribution in their local and global communities.

Wade Institute of Entrepreneurship is a leading centre for entrepreneurial training. Established in 2015 in a purpose built facility at Ormond College, Wade delivers high quality programs that seek to build Australia's entrepreneurship capability including the University of Melbourne's Master of Entrepreneurship.

Our alumni community includes a Nobel Prize winner, an Australian Prime Minister, more than 70 Rhodes and Fulbright Scholars, justices of the High Court, Cabinet ministers, leading medical researchers, Vice-Chancellors, captains of business, entrepreneurs, Olympians, and award-winning artists, writers and performers.

Our community of more than 10,000 Ormondians share an intrinsic desire to make a significant difference – in their field, the College and the wider world. Founded on the progressive ideas of the Scottish Enlightenment, Ormond College has been home to students of all faiths and none since it opened in 1881 thanks to the generous philanthropy of Francis Ormond. This culture of giving continues today. Thanks to the support of our donors, Ormond College offers a generous scholarship program of \$1.3m per annum and has been successful of developing new campus facilities including a \$7.3m Academic Centre in 2011 and \$10m Wade Institute of Entrepreneurship in 2015.



As we celebrate our 140th, our gaze lifts to the horizon in anticipation of what the next century will bring and what is needed to ensure our community remains strong and vibrant, and that Ormondians for generations to come will continue our tradition of excellence and impact. Ormond is currently considering the potential for a philanthropic campaign at a scale not previously attempted by the College, focused on three key areas:

- An extension to the College's Dining Hall including the creation of a Wellbeing and Student Success Centre.
- A new Senior Student Precinct.
- Scholarships for brilliant students with very high financial need.

The College is in the process of preparing for the largest philanthropic campaign, namely the *Campaign for Ormond*. The purpose of the *Campaign for Ormond* is to use funds raised to develop and expand community spaces, to ensure Ormond can continue to offer a transformational experience for our students, preparing them to be active citizens in their life after college, and to make a positive contribution in their local and global communities.

The Campaign for Ormond covers fundraising for both capital and scholarships and is due to commence in 2025 subject to appointment of the successful candidate, and is expected to conclude once the philanthropic target has been reached.

Ormond College offers a unique community experience, set in beautiful heritage gardens and grounds on the doorstep of the Melbourne CBD.

Our culture actively embraces and fosters diversity and inclusion, and we are proud to be certified as a member of the Diversity Council of Australia.

For further information go to:
<https://www.ormond.unimelb.edu.au/>



The Role

Job Title

Associate Director of Advancement

Location

Parkville, Melbourne

Reports to

Director Advancement

Direct Reports

None

Key Relationships

Internal:

College Master
College Council
Senior Executive
Advancement Team
Marketing and Communications team
Staff at the Wade Institute

External:

Alumni
Current and past parents
Donors and prospective supporters
Community members, partners and friends of the College
External suppliers such as designers, consultants and others.

Purpose

The Associate Director of Advancement will take a leading role within the Engagement portfolio. Working closely in consultation and collaboration with the Director of Advancement, the single task of this senior role is to use fundraising skills to support the *Campaign for Ormond*.

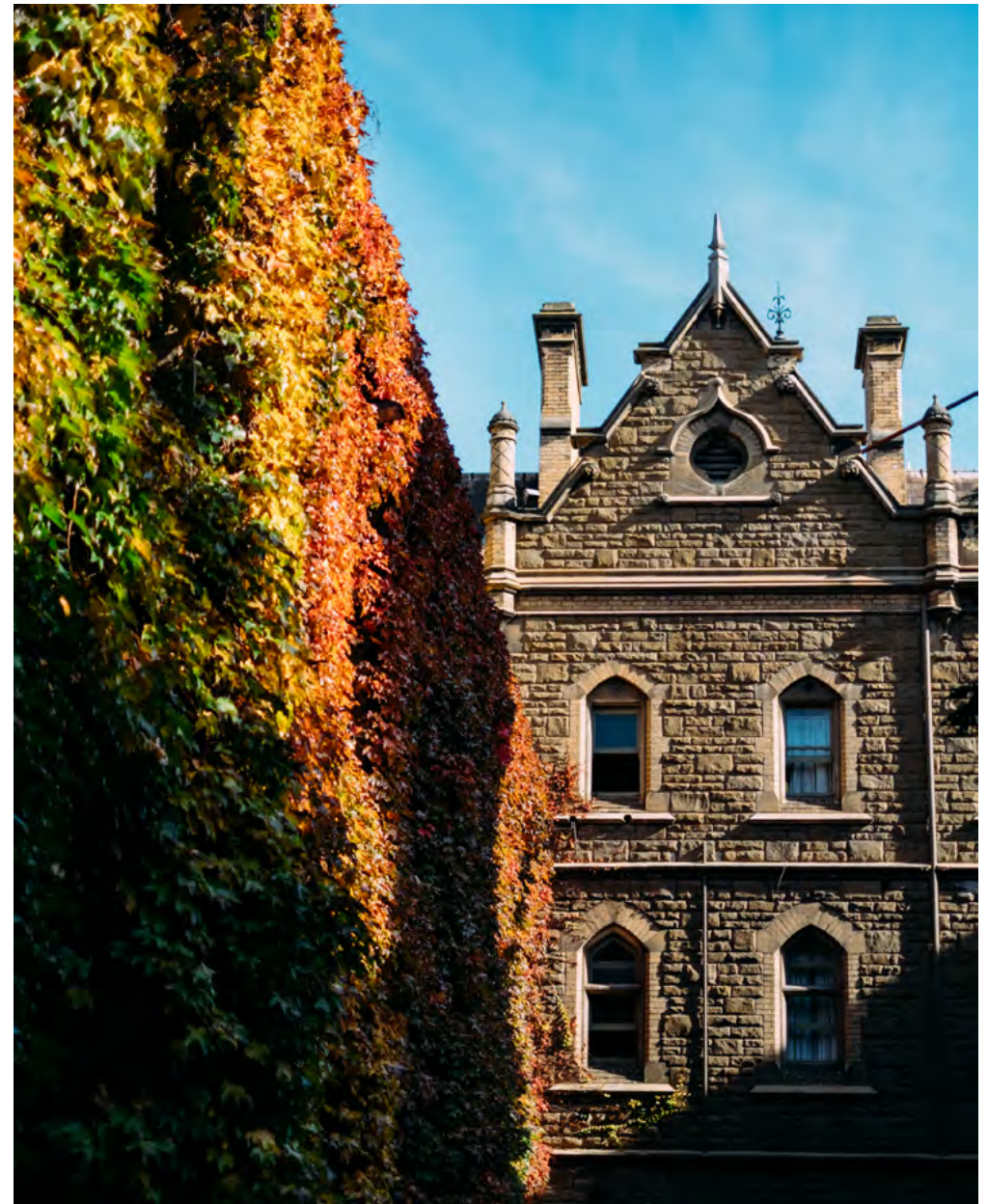
With specialist skills in fundraising campaigns, including exemplary judgment, diplomacy, and exceptional communication skills, you will foster an inclusive environment and strive to achieve excellent fundraising outcomes to advance the *Campaign for Ormond*. You will manage a portfolio of prospects at various stages of cultivation and solicit both major and bequest gifts through the development of relationships based on the credibility you will be expected to build within the Ormond community.



Key Criteria for Success

After 12 months in the position, you will have:

- Significantly grown the individual giving program, setting targets in year one with the ambition for growth in years two and three.
- Develop and enhance Ormond's bequest program, bringing an innovative and targeted approach driving engagement and commitment.
- Worked closely with the Director of Advancement to refine the Campaign's case for support, develop bespoke funding opportunities.
- Worked closely with the Director of Advancement to significantly increase engagement and participation across all areas of Advancement activity.
- Established yourself as a trusted and credible member of the College's Advancement team and the broader Ormond College Community.
- Established relationships of credibility and strategic importance with key stakeholders.



Key Responsibilities

Fundraising and Philanthropy

- Work at a senior level in the development and delivery of the Campaign for Ormond. This includes strategy development, prospect identification and the management of a dynamic pool of prospective and current major donors with the capacity to make significant gifts (generally up to \$250,000).
- Develop bespoke proposals appropriate to individual prospects based both on research and donor engagement and understanding.
- Utilise prospect research, segmentation, and analytics to identify potential donors and supporters.
- Manage the College's Bequest society and work with the Director of Advancement to identify new members and opportunities to steward this group.
- Develop and oversee an effective stewardship program working with the Alumni & Community Manager and other colleagues to deliver it.

Campaign Integration

- Work with the Director of Advancement, Alumni & Community Manager, and others to ensure campaign integration across the Advancement portfolio i.e. the capital campaign integrates with other programs and initiatives such as the Annual Giving Appeal, the stewardship program, and bequests etc.

Key Relationships

- Build relationships with staff across the University of Melbourne's ten Colleges and the University Advancement team.

Risk and OHS

- Work within the College's Risk Management Policy, including ensuring that all Recruitment and Outreach activities occur within the College's risk management strategy.
- Demonstrated awareness of OHS policies and procedures, ensuring all procedures are followed.



Person Specification

Experience and knowledge

Essential

- Bachelor's degree or relevant qualification.
- At least 5 years of relevant experience in a fundraising or development role.
- Successful experience securing five and six figure capital and other gifts in keeping with strategic goals through face-to-face fundraising.
- Proven track record of working with a dynamic portfolio of over 60 prospects at various stages of engagement and developing a pipeline of prospects.
- Demonstrated experience growing income through the innovative use of data to drive engagement.
- A track record of meeting agreed annual income targets with incremental increases over time.
- Experience developing and implementing an innovative and defined stewardship program to ensure effective relationship management and maximising engagement with an engaged community.

- Demonstrated capacity to effectively steward multiple key college relationships at once while strategically identifying opportunities for new gifts and greater engagement.
- Proven experience of growing a bequest program and implementation of events and stewardship opportunities.

Desirable

- Experience working on a capital campaign in a similar setting.
- Membership of FIA, Educate Plus or CASE.
- Certified Fund-Raising Executive (CRFE) credential.

Skills and abilities

- Skilled negotiator who can represent the College with diplomacy at all times, and be flexible and creative in reaching funding objectives.
- Highly developed interpersonal skills, with an ability to collaborate with colleagues across organisations to achieve collective success.
- An analytical mindset and proven organisational ability to plan, work to deadlines, and manage workload.
- A creative thinker who enjoys taking a dynamic and innovative approach to problem solving.
- Good financial literacy.
- A commitment to all aspects of College life, including attendance at out-of-hours events and student activities.

Attitudes

- A professional attitude and strong team focus.
- Tact and discretion.
- Commitment and tenacity.



Next steps

Terms

This position is offered on a 3 Year fixed term contract with an option of a further two years, depending on whether the fundraising task is completed.

Benefits

- Daily meals in the iconic Ormond College Dining Hall and onsite parking.
- 12% Superannuation.
- Flexible work environment.

To discuss salary parameters please call **Judith Marks**, Senior Consultant or **Julie Baker**, Consultant, Australia Office.

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, notice period and 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 (please note we will not contact your referees without your express permission).
4. 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 Judith Marks, Senior Consultant and Julie Baker, Consultant.

Closing date for applications is on Friday 5 July 2024.

Please send your application to **Judith Marks**, Senior Consultant or **Julie Baker**, Consultant:

✉ info@richmond-associates.com

