

University of Technology Sydney (UTS) Campaign Manager (Health)



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Background Information

UTS is one of Australia's largest universities with over 44,000 students and 3,000 full-time equivalent staff. The University is committed to freedom of inquiry, equality of opportunity and the pursuit of excellence in teaching, research and scholarship. UTS offers more than 549 courses and 2,300 subjects across several faculties.

UTS Vision

Our vision is to be a leading public university of technology recognised for our global impact and our 2027 strategy focuses on five powerful initiatives that drive the University, and all its faculties:

Lifetime of Learning

As careers evolve and workforces reshape at a rapid pace, record numbers of people are seeking to skill and reskill. We're meeting this ever-changing environment with a lifetime of learning approach in how we deliver education.

Connected Research: enhancing our pathways to impact

Over the next three years, we're focusing on how UTS research translates in the real world for the greatest impact on the economy, environment and society. The direction and translation of our research is particularly important as we work with

partners and the community to establish a 'new normal' in the COVID-19 era.

Our Distinctive Identity

We are focused on leveraging the unique qualities of UTS to add even more value for our stakeholders and communities, building on our proud history of excellence in research and education. Weaving through this is technology: how we create it and how we use it responsibly to better society.

Sustainable Partnerships

At UTS, we think that good relationships make the world go round. We see firsthand the advantages of mutually beneficial partnerships, from research collaborations to employment opportunities for graduates and global collaborations that better society.

The UTS Difference

UTS is a university for the real world.

#1 Young Uni
Ranked No.1 young
university in Australia



We know that the real world is constantly changing. That's why transforming to a lifetime learning model of education is at the heart of UTS's 2027 strategy.



In health, we are committed to increasing
EQUITY | ACCESS | EQUALITY
through cutting-edge digital health
advancements.



Patient experience is enhanced through innovative digital health solutions, aligning with our status as a progressive, tech-forward university. Our inclusiveness and fresh perspectives set us apart.

We are a public university for all, regardless of background and circumstance.
We exist for the public good, and we are proud of it.

You can be too.

Working Together

The global pandemic changed how we work and how we learn. This initiative is about how we support UTS staff to thrive in an environment characterised by increasing complexity and changing expectations.

UTS Health Innovation

UTS is at the forefront of game-changing health innovation across biomedical technology, public health, artificial intelligence, infectious diseases, engineering, population health behaviour, nursing, digital health, mental health research and ageing. We merge disciplines to better understand the intersection of health and the justice system and use our expertise in design

to explore how our built environment impacts health. Philanthropy and partnerships are critical to this mission.

Our strategic initiatives reflect the future we want to create. Within each initiative, we have a range of projects seeking partnership, investment and support. These include:

- Health and the environment
- Patient care across the life-course
- Revolutionising diagnosis and treatment
- Innovation for all: equity and access in health
- AI & Health
- Women's Health



Environment and Dimensions of Advancement

The term 'Advancement' refers to a strategic, integrated method of managing relationships to increase financial investment, engagement, understanding and support among the Advancement community which includes UTS Advancement staff, donors, alumni, friends, Friends of Distinction (FODs) and UTS staff who are engaged in and support Advancement activity.

The role of the UTS Advancement Unit (AU) is to build philanthropic support for the university's strategic priorities through sustained and mutually beneficial relationships with individuals, the community, corporates, trusts and foundations. Additionally, the AU is responsible for building and maintaining relationships with over 270,000 alumni of UTS through a program of publications, communications, events and services.

The Unit's guiding principles are:

- Develop deep relationships with alumni, friends and donors – our customers – built on trust and engagement which inspire action
- Design and deliver an exceptional customer experience that responds to alumni, friend and donor needs and interests, delivers positive social change, and encourages customers to contribute to key strategic areas

- Provide opportunities that enable our global community to easily and effectively connect individually and via Advancement community networks
- Work in partnership with faculties, centres, units and individual staff across the University to design and deliver volunteering and philanthropic initiatives to advance UTS's strategic priorities

For further information visit:

www.uts.edu.au/

<https://www.uts.edu.au/research-and-teaching/partner-us/our-services-and-capabilities/healthcare>



The Role

Job Title

Campaign Manager (Health)

Location

Sydney

Reports to

Campaign Director

Direct Reports

There are no direct positions reporting to this role however this may change over time. The Campaign Manager will support the professional development of junior staff and support the Campaign Director in supervision of staff.

Key Relationships

Internal

- Chief Advancement Officer
- Advancement Unit staff
- University leadership
- PVC-ILE Indigenous and their staff
- Senior Faculty and Centre based professional staff
- Research Office staff
- Marketing & Communications Unit Staff
- UTS legal

The incumbent will be expected to collaborate at a senior level.

External

- Prospective donors including individuals, corporates, Trust and Foundation representatives
- Colleagues across the sector and NFP/NGOs
- Suppliers as required

Purpose

The Campaign Manager will be responsible for securing, growing and retaining major and principal gift philanthropic funding in support of the Campaign. This newly created role will work with the Campaign Director to deliver a successful, sustainable pan-university fundraising campaign with a focus on health.



Key Criteria for Success

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

- Worked closely with the Campaign Director to establish a clear strategy and targets for health focused fundraising priorities.
- Taken ownership of a cold donor pipeline and worked with operational support to qualify, cultivate and steward prospects and donors.
- Established strong working relationships and built credibility with the broader Advancement team, senior members of staff, other University staff and board members as an integral member of the Advancement team.
- Explored potential to take a lead role in mini-campaign development.



Key Responsibilities

Stakeholder Management – Internal and External Engagement

- Develop and implement plans to meet targets, including the identification, qualification, cultivation, solicitation and stewardship of major and principal gift level campaign donors
- Manage a thriving and sustainable portfolio of donors with major and principal gift level capacity



- Qualify, identify and cultivate prospective major and principal gift level donors including the development and presentation of compelling proposals to prospective donors
- Solicit major and principal gifts
- Nurture and steward relationships with current donors to increase their contributions
- Work with relevant leadership, boards, committees and volunteers to execute the fundraising campaign, influencing internal stakeholders at a senior level
- Develop and maintain effective professional relationships, collaborations, and communication with key internal and external stakeholders, to promote and meaningfully connect prospective donors with opportunities at UTS

Information Management

- Support the development of metrics for campaign monitoring
- Oversee data analysis to identify trends and insights and provide recommendations to the Campaign Director
- Monitor and report on success, challenges and recommend innovations and improvements

Advice and Support

- Provide guidance and support to Campaign staff including the professional development of junior staff
- Work seamlessly and strategically with Advancement Programs to achieve goals and vision
- Work seamlessly and strategically with Faculties, Units and Centres to achieve the goals
- Provide best practice fundraising support and guidance to Advancement and university staff engaged in Advancement activities
- Actively support and nurture a culture of philanthropy
- Actively demonstrate UTS and Advancement values

Challenges

- In interacting with both internal and external clients, the Campaign Manager will need to act with courtesy, tact, and discretion, especially where potentially confidential matters such as donations to the University are concerned
- Balancing and aligning the needs of faculties with pan-university priorities will require excellent stakeholder collaboration with colleagues across the university
- As a staff member working across multiple project objectives in collaboration with a number of colleagues, the Campaign Manager will need a vigorously organised approach to workload management and excellent attention to detail
- The position works closely with all members of the Advancement Unit who collectively share a common mission in growing the University's success through building rich and fruitful internal and external relationships. A positive approach to teamwork is an essential attribute for the position.

Person Specification

Experience and knowledge

Essential

- Proven experience in identifying, cultivating and securing philanthropic income from a pool of prospects with a track record of closing six figure gifts
- An in depth understanding of the Australian fundraising environment, philanthropy and its application to higher education
- A bachelor's degree in a relevant area
- High level of Word and Excel skills and familiarity with databases systems especially CRM's or fundraising databases
- Demonstrated experience working effectively with national/international institutional donors and success in closing gifts of \$250K+

Desirable

- Experience working in the higher education sector.

Skills and abilities

- Demonstrated capacity to build relationships with individuals & organisations through articulating and delivering a value proposition that furthers the interests of all parties
- An effective communicator with the ability to work collaboratively and persuasively across a diverse range of internal and external stakeholders, including senior university staff, industry, corporations, and leaders within the business community both nationally and internationally
- Strong ability to apply a sales orientation in managing and advancing a pipeline of prospects and donors for cultivation, solicitation and stewardship
- A proven ability to develop, write and present well-considered proposals that will engage and excite prospects
- Exceptional attention to detail.
- Strong interpersonal skills and high cultural competency.

Attitudes

- Exceptional 'customer-service' orientation and highly developed EQ.
- Focussed and goal-oriented, with a high level of initiative and energy.



Next steps

Terms

To discuss salary parameters please call **Julie Baker**, Consultant or **Jocelyn Kelty** Managing Director, Australia Office on +61 8218 2185.

Remuneration & Benefits

Base Salary Range:

\$134,476 to \$140,880 pa (HEW 9)

This role attracts 17% superannuation (pension) in addition to the base salary.

UTS staff also benefit from a wide range of Employee Benefits include flexible work practices, child care centres, generous parental leave and salary packaging opportunities.

This position is **full-time** and appointment will be made on a continuing basis.

How to Apply

Applications should include:

1. A comprehensive curriculum vitae (up to 2-3 pages) giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter (up to 2-3 pages) 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 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 Julie Baker, Consultant at Richmond Associates.

Interviews with UTS will take place from early October 2024.

Closing date for applications is Wednesday
18 September 2024.

Please send your application to Julie Baker, Consultant:

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

