



ADVANCEMENT MANAGER

JOB & PERSON SPECIFICATION

JUNE 2018



Title:	ADVANCEMENT MANAGER
Employment Status:	Full time
Functional Manager:	Head of Business
Line Manager:	Principal
Hours:	38 hours per week
Other:	<i>Some out of hours work will be required at College Functions</i>

DUTY STATEMENT

The Advancement Manager leads the Advancement team and manages the function of this office, including fundraising, alumni activities, philanthropy, marketing, public relations, enrolments and communication. The Advancement Manager will provide overall direction to the College's Advancement program.

RESPONSIBILITIES OF THE ROLE:

- Manage the Advancement team to deliver department results
- Develop and implement the annual marketing and communications plan for the College
- Manage the media and external communications for the College
- Manage the department budget
- Work with the Senior Leadership Team in order to achieve the strategic goals of the College
- Develop and implement action plans to promote and acquire student enrolments, including the setting and monitoring of enrolment targets
- Attend enrolment based events
- In conjunction with the College Registrar, monitor demographic trends to identify new enrolment markets
- Participation at fundraising and College events and meetings, which may involve some evening and weekend work
- Ensure all artwork and branding is presented in a consistent format and materials conform to the style guide
- Liaising with all College groups and communities (P&F, Alumni, Fidelis, Foundation etc) and attend meetings with these groups as required
- Oversee the management of pledge commitments and donors
- Lead weekly Advancement teams meetings
- Ensure relevant College publications and main vehicles for communication are issued on time and to specification
- Ensure social media strategies are effective and provide measurable outcomes
- Manage the development, implementation and evaluation of fundraising initiatives
- In collaboration with the Rector, develop, implement and evaluate annual fundraising plans and activities to increase Foundation brand recognition and revenue, in-line with the College ethos, objectives, policies and procedures
- Proactively develop, nurture and maintain strong relationships that result in strengthened brand awareness, innovative programs, and revenue to facilitate business growth
- Manage annual fundraising appeals

- Undertake presentations with a range of professional groups (eg *alumni, corporate supporters, parents and friends and other*) as required, to increase referral pathways in line with fundraising targets
- Business Development including media coverage, donor communications and events (*including those organised by the Parents and Friends Association*)
- Liaise with key stakeholders regarding relevant organisational strategies
- Manage a network database that assists with business growth and awareness
- Review, develop and implement processes and practices to meet fundraising needs
- Evaluate results based on success in achieving desired outcomes
- Develop future project directions and necessary implementation procedures

ESSENTIAL MINIMUM REQUIREMENTS

- Previous experience leading and managing a team to achieve set outcomes
- Successful management experience, particularly with income and expenditure budgets
- Effective and engaging public speaking and media presentation skills
- Above average negotiation, mediation, consultative and interpersonal communication skills
- Advanced verbal, written and visual communication skills
- Advanced IT skills
- Ability to prioritise workload and meet set timelines
- Ability to be creative, innovative, flexible and readily accommodate change
- Analytical, problem solving, and decision making skills
- Demonstrate flexibility and capacity to adapt to new work practices and management strategies
- Highly developed organisational skills
- Demonstrated initiative and creative leadership
- Demonstrated knowledge and understanding of fundraising event management
- Highly self-motivated with the ability to establish credibility and gain the confidence of a wide range of people from diverse backgrounds
- Ability to effectively network with clients and other key industry contacts
- Experience in program development, monitoring, report writing and evaluation.
- Experience in fundraising campaigns and marketing at a senior level
- Knowledge of professional, legal, ethical and financial implications of relevant fundraising programs
- Police clearance to work in Catholic Education SA

DESIRABLE REQUIREMENTS

- Qualifications in a fundraising/marketing discipline or equivalent experience
- Previous experience in a similar role within a school environment
- Responding to Abuse and Neglect Certificate training

WORK, HEALTH AND SAFETY

- Employees of Saint Ignatius' College, Adelaide, are expected to take reasonable care of their own WH&S and that of others in the workplace. They are required to accept any responsibilities which may arise in the course of performing their work.



HOW TO APPLY

Applications in Word format only should be forwarded to Andrew Reed by email to 23306@hender.com.au

Telephone enquiries are welcome and may be directed to Andrew or Gill Manser on (08) 8100 8849.

Please Note

Your application will be automatically acknowledged by a return email.