POSITION SUMMARY
The Alumni Appeals and Engagement Officer is responsible for managing the delivery of the telephone and direct mail alumni appeals initiated by the UNSW Foundation. Working with the Director Alumni and Community Engagement this position will help develop and implement a uni-wide annual giving strategy and play an integral role in grass roots campaigns including the roll-out of the Alumni Park Appeal.

The role provides effective and timely support services for all aspects of the Alumni Park Appeal together with general alumni fundraising appeals undertaken by the UNSW Foundation.

ORGANISATIONAL ENVIRONMENT
Overview of the Faculty/School/Divisional Work Unit
The Division of Advancement consists of the Office of the Vice-President Advancement, UNSW Foundation (Development Team and Alumni and Community Engagement Team), the Media Office, Digital Media Services and Marketing Services.

UNSW Foundation aims to advance UNSW’s philanthropic, financial and reputational capital among stakeholders nationally and internationally. The Vice-President, Advancement also serves as CEO, UNSW Foundation. The Foundation consists of two teams, Development and Alumni and Community Engagement, and is responsible for building internal and external relationships that foster philanthropic giving and alumni relations in support of the University’s highest academic priorities.

The Foundation’s major stakeholders encompass alumni and individual donors, as well as corporate and private foundation donors. The UNSW Foundation has approximately $140M in funds under management and in 2012 generated close to $20m in philanthropic income for UNSW. The Foundation also aims to build relationships with students and alumni that foster support of the University’s highest teaching, research and development priorities.
Currently UNSW’s global alumni are made up of over 240,000 graduates in 140 countries, with between 7,000 – 10,000 students graduating annually.

The Alumni Appeals and Engagement Officer is a part of the UNSW Foundation within the Division of Advancement.

Statistics
Division of Advancement comprises:
- Office of the Vice-President Advancement
- UNSW Foundation (including Development Team and Alumni and Community Engagement Team)
- Media Office
- Digital Media Services
- Marketing Services

Division of Advancement staff (total): 75

UNSW:
- number of alumni: Approximately 245,000
- staff: Approximately 6,600
- students: Approximately 50,000

Reporting Relationships

The position reports to Director Alumni and Community Engagement, UNSW Foundation. Other positions reporting to this person include:
- Manager Database and Information Services
- Manager Alumni Relations
- Manager Events
- Communications Officer
- Alumni Officer
- Executive Assistant

This position will supervise casual employees involved in the alumni telephone appeals.

The Alumni Appeals and Engagement Officer will liaise closely with:
- all members of the Alumni and Community Engagement team
- faculty alumni and development staff
- members of the Advancement Division
- external contractors providing services for appeals
KEY DUTIES & RESPONSIBILITIES

- Manage the annual alumni appeals seeking to engage alumni and increase first time giving to UNSW.
- Provide strategic advice and recommendations regarding the development and implementation of a uni-wide Alumni giving strategy to the Director Alumni and Community Engagement
- Implement the Alumni Park Appeal under the direction of the Director Alumni and Community Engagement
- Manage all pre-campaign requirements for alumni appeals, including the Case for Support, photographs, donation forms and pre-call letters and stewardship plans.
- Manage the recruitment of suitably capable student callers for alumni appeals on campus by placing ads, responding to queries and assisting in the administrative tasks associated with their recruitment.
- Manage HR requirements relating to student callers for alumni appeals.
- Contribute to building a culture of philanthropy among the pool of student callers working on the successive telephone appeals.
- Prepare comprehensive analysis and reports from the appeals for the Director Alumni and Community Engagement.
- Act as the central liaison person with external providers such as mailing house and campaign consultants to ensure contracted services are provided to specifications and on time.
- Ensure the call centre runs smoothly and assist student callers in managing enquiries from alumni as required
- Manage and co-ordinate follow up requests received from alumni during the appeal with faculty alumni and development officers as required.
- Ensure alumni appeals are conducted professionally and effectively.
- Develop and maintain productive relationships with external suppliers Ensure a high level of responsive client support is provided.
- Provide accurate reporting in a timely manner and as requested by the Director, Alumni and Community Engagement and other Senior Divisional staff.
- Build relationships and motivate student callers to encourage alumni engagement and giving.
- Ensure the call centre is appropriately set up to enable the campaign to be operationally effective and efficient.
- Carry out other UNSW Foundation activities as required.
- Cooperate with all health and safety policies and procedures of the university and take all reasonable care to ensure that your actions or omissions do not impact on the health and safety of yourself or others
SELECTION CRITERIA

- Minimum 5 years’ experience working with annual giving appeals including telephone appeals and/or direct mail appeals.
- Experience in the operations of call centres or other relevant fundraising experience.
- Proven team management skills in a medium to large and complex organisation;
- Intermediate IT skills including strong skills in Excel and client relationship databases, such as Raisers Edge.
- Excellent interpersonal and communication skills including the proven ability to negotiate and influence as a means of obtaining desired outcomes.
- Demonstrated high level critical thinking and analytical skills plus the ability to distil complex information and produce quality reports and presentations.
- Excellent organisational skills and attention to detail, including the ability to prioritise tasks effectively consistently produce quality, accurate output and meet deadlines in a dynamic environment.
- Demonstrated self-motivation and the ability to work both independently and as a member of a team.
- Knowledge of, or capacity to become familiar with, the requirements of the Privacy Act.
- Knowledge of health and safety responsibilities and commitment to attending relevant health and safety training.

It is not the intention of the position description to limit the scope or accountabilities of the position but to highlight the most important aspects of the position. The aspects mentioned above may be altered in accordance with the changing requirements of the role.