POSITION DESCRIPTION

Position: External Relations Manager
Department: Advancement
Reporting to: Director of Advancement
Directly Supervising: Communications, Events and Careers
Salary Range: Band Level 5, $100,000-120,000K plus 10% Superannuation and Leave Loading 17.5%
Contact: Scott Charles
Date: March 2015

POSITION SUMMARY

This position reports to the Director of Advancement and is accountable for the ongoing development and execution of the College’s external relations strategy. This includes management of the Communications team, the Careers Office, Advancement Events and Trinity College’s Alumni Relations program.

This position is a management role with a balance of strategic development and operational external relations functions. The successful candidate will be required to work some evenings and weekends, particularly related to the alumni relations function. Domestic and international travel may be required from time to time.

Responsibilities include

- Strategic communications planning and vision to enhance the College’s profile, reputation and brand.
- Implementation of strategies to develop lifelong relationships with members of the Trinity community, including alumni in all parts of the College, parents and current students in the key areas of events, programs and social media.
- Oversight of the strategic direction of the Careers Office to ensure Trinity’s alumni and friends benefit from a world-wide network.
SELECTION CRITERIA

Essential:
1. A relevant tertiary qualification and/or relevant work experience.
2. Demonstrated work experience in a similar role with specific experience in Alumni Relations, Advancement and/or Communications.
3. Proven experience in direct line management, managing a team of people, and managing key functions.
4. Highly developed interpersonal communication skills (written and oral) at all levels within a diverse community, including excellent stakeholder management.
5. Demonstrated ability to prioritise competing tasks, meet deadlines and work under pressure across multiple areas.
6. Sound judgement and demonstrated initiative and problem solving ability.
7. Ability to develop and implement effective policies and procedures.
8. Outstanding computer skills using Word, Excel, desktop publishing, website maintenance software and databases.
9. An interest in and desire to contribute to the educational vision, values and planning and strategies of the College.
10. An understanding of and commitment to compliance of Occupational Health and Safety requirements.

Further Information:

- Applicants must be Australian Citizens, Permanent Residents or hold a valid work permit or visa. If called for interview evidence of status will be required
- Applicants will be required to bring originals or certified copies of academic and other qualifications if called for interview.
- The successful applicant must secure, or be in the process of securing, a Working with Children approval.

KEY RESPONSIBILITIES

Alumni Relations
Develop and deliver the alumni relations program in Australia, overseas and online in partnership with other areas of the College, to secure alumni support and involvement in College activities.

1. Facilitate engagement and volunteer opportunities for alumni.
   - Offer and implement a range of volunteer opportunities for alumni, including opportunities for alumni to host events such as business breakfasts, speak to or mentor current students, and offer time and service towards the College’s objectives.
   - Partner with the relevant stakeholders to grow the accessibility of professional mentoring, networking and careers programs for students.
   - Develop programs to appeal to key segments of the alumni community, from all parts of the College, including young alumni, early and mid-career alumni and international alumni.
   - Educate current and graduating students about alumni programs.
   - Develop and deliver programs and activities to grow awareness of alumni benefits.
among current students.

- Facilitate student-led activities to engage current students in Advancement and alumni related projects, including fundraising groups such as the Foundation Studies Gift Committee and volunteer groups such as the Oak Program Committee.
- As required, determine current alumni interests using focus groups, surveys and other methods as appropriate.

2. Union of the Fleur-de-Lys

- Represent the College on the Committee of the Union of the Fleur-de-Lys, including assisting with the organisation of the Annual General Meeting.
- Assist in recruiting members for the Committee.

3. Alumni Communications

- Editor of the College magazine, Trinity Today, and of the College’s electronic newsletter, Trinity E-News.
- Ensuring awareness within the alumni community of the College’s activities and plans.
- Provision of the alumni content for publications.
- Ensuring a dynamic online presence for alumni, through the College website and social media.

4. Other duties as requested by the Director of Advancement.

Communications
Setting the strategic direction and direct line management of the Communications department, ensuring the profile and brand of the College are strong and clear.

- Develop and manage a communications strategy to engage members of the College throughout the student and alumni life cycle.
- Oversight of the development and implementation of an efficient and customer focused model to deliver communication materials for internal stakeholders.
- Oversight and direction of media including the preparation of media releases, seeking appropriate publicity opportunities, and handling all media inquiries.

Events

- Direct line management of the Advancement events area and oversight of all Advancement events, including planning, implementation and evaluation, ensuring best practice and high quality events.

Careers Office

- Direct line management and oversight of the Careers Office, ensuring opportunities to build a worldwide alumni and friends network are realised.
- Oversee the strategic direction of the Careers Office in line with Advancement strategy.
OCCUPATIONAL HEALTH AND SAFETY (OHS)

All staff are responsible for safe work procedures and instructions.

**Employees** must:
- Cooperate with the College in relation to activities and training taken by the College to comply with OHS legislation as well as, Trinity College OHS Policy and Procedures.
- Comply with the OHS guidelines in the Staff Terms and Conditions.
- Adopt work practices that support OHS.
- Take reasonable care for their own health and safety and the health and safety of other people who may be affected by their conduct in the workplace.
- Seek guidance for all new or modified work procedures for work safe practices.
- Ensure that any hazardous conditions, near misses and injuries are reported immediately to the supervisor.
- Participate in meetings, training and other environment, health and safety activities.
- Not wilfully place at risk the health or safety of any person in the workplace.
- Not wilfully or recklessly interfere with or misuse anything provided in the interest of environment health and safety or welfare.

**Supervisors** are responsible for:
- Developing and recommending new safe work procedures and practice, as required, in conjunction with relevant persons and in compliance with legislative requirement and Trinity College OHS Policy.
- Providing all staff with relevant OHS information in an appropriate, timely manner.
- Providing personal protective equipment and clothing if hazards or risk cannot be fully eliminated.
- Providing adequate supervision through technical guidance and support.
- Identifying and controlling hazardous conditions and where possible reduce risks or eliminate.
- Providing appropriate facilities for safe storage, handling and transport of hazardous substances.
- Ensuring that all accidents and incidents are reported.

**Managers and Directors/Deans** are responsible for:
- Implementing and maintaining procedures in compliance with legislation and Trinity College OHS Policy by regular monitoring of staff compliance through performance review.
- Conducting regular inspections to identify risk/aspects, implementing corrective action and arranging monitoring where required.
- Ensuring that all staff, including contractors under local control, are appropriately inducted.
- Providing relevant OHS information and ensuring appropriate training.
- Ensuring all risk issues that have been identified are monitored and recorded.
- Ensuring consultative structures and staff participation by conducting regular section meetings to discuss OHS issues.

THE ADVANCEMENT OFFICE

The Advancement Office is responsible for alumni relations in all parts of Trinity College (residential University College, Trinity College Theological School, and Trinity College Foundation Studies) and for its fundraising activities. Fundraising activities include the Annual Giving Appeal, Bequest program, and the multi-million dollar Campaign for Trinity.
The Advancement Office is a busy, service-oriented and outward looking arm of the College. The staff are high performing and team oriented. It is one of the most successful Advancement Offices in the country in terms of fundraising. Much of the work of the Advancement Office relies on the service of committed volunteers.

TRINITY COLLEGE

Founded in 1872 as the first college of the University of Melbourne, Trinity College is a unique tertiary institution that provides a diverse range of rigorous academic programs for more than 1,800 talented students from across Australia and around the world. These programs include:

- The residential College for undergraduate and postgraduate students of the University of Melbourne, both resident and non-resident.
- Trinity College Foundation Studies (TCFS), a one-year course which prepares able overseas students for undergraduate entry to the University of Melbourne and other leading Australian universities.
- Trinity College Theological School (TCTS), which offers degree and other courses for training and forming Anglican clergy and others, on campus, online, and in parishes.
- Young Leaders Summer Schools for Australian and overseas secondary school students.
- Various short courses.

Trinity promotes academic excellence across a balanced, all-round education that includes both ‘breadth’ and ‘depth’ of content, together with the development of ethical values, personal integrity, leadership and social responsibility. A Trinity education is further characterised by a high level of international engagement and a strong commitment to equity and diversity.

These educational programs are supported by the College Library, Art Collection and Archives, Information Technology, the College Chapel and Chaplaincy, Music – including a world-class Choir – Communications, Human Resources, and Finance and Administration – including finance, accounts, property and operations, and conferences and hospitality. The Advancement Office and Trinity College Foundation undertake friend-raising and fund-raising activities that benefit the College as a whole.

An Anglican institution, Trinity welcomes people of all faiths and none. The College celebrates, and is enriched by, the diversity of backgrounds of its staff and students.

*Trinity College: Excellence, Community, Diversity*