



Details

Job Title	Senior Manager, Individual and Community Giving
Area	Office of Vice-Chancellor
Team	Advancement
Classification	HEW 9

Context

The Senior Manager, Community & Individual Giving contributes to the development and delivery of Deakin's community and individual giving strategy, driving sustainable philanthropic income growth, donor participation, and long-term supporter engagement. Reporting to the Associate Director, Donor Experience, the role is responsible for designing and optimising integrated giving programs across a range of donor segments, including alumni, staff, previous supporters and the broader community. Working closely with the wider Donor Experience team, the position oversees the end-to-end delivery of multi-channel fundraising initiatives, including digital campaigns, direct mail appeals, peer to peer fundraising, Giving Days, tele-fundraising, recurring giving and workplace giving programs.

Operating at a senior level, the role partners with stakeholders across Advancement, University Marketing and Communications, faculties and professional divisions to ensure giving activities are donor-centred, data-informed and aligned with the University's strategic priorities and fundraising objectives. The Senior Manager provides specialist advice, influences decision-making, and manages external agency and supplier relationships to support innovation, effective delivery and continuous improvement.

Using donor insights, performance analytics and charity sector best practice, the Senior Manager drives growth in long term donor value and also drives the ongoing enhancement of donor acquisition, retention, renewal and upgrade strategies, while strengthening the University's philanthropic pipeline. The role also works closely with the Fundraisers and Gifts in Wills Manager to identify and refer prospective leadership, major, and principal gift level donors as well as bequest donors, contributing to the growth of Deakin's long-term fundraising capability and impact.



Accountabilities

- Translate complex issues into clear priorities, goals and actions to support delivery of outcomes
- Lead and coordinate work across teams, managing resources and workloads to achieve objectives
- Integrate data and insights from multiple sources to inform decisions and identify trends
- Provide high-level advice on complex issues, balancing stakeholder needs and organisational priorities
- Drive continuous improvement through application of analysis, feedback and innovation
- Build and maintain strong stakeholder relationships to support delivery and influence outcomes
- Support capability development through guidance, feedback and fostering effective team performance
- Contribute to planning and implementation of initiatives aligned to University priorities

Knowledge and Experience

- Postgraduate qualifications and extensive relevant experience; or equivalent combination of experience and/or education/training
- Extensive experience in Community Giving, Individual Giving, Annual Giving or mass fundraising, including the planning and delivery of integrated multi-channel donor acquisition, retention and growth programs.
- Strong experience in digital fundraising and campaign optimisation, including the use of segmentation, testing, CRM data and digital analytics to improve performance.
- Experience leading functions, programs or significant bodies of work
- Strong analytical and problem-solving capability
- Demonstrated ability to influence stakeholders and inform decision-making
- Experience managing resources and delivering outcomes in complex environments
- Strong communication and relationship management capability
- Understanding of governance, policy and organisational context
- Demonstrated experience working collaboratively with operational program leads to translate strategy into effective campaigns, donor journeys and measurable outcomes.
- Proven ability to build trusted and productive relationships across fundraising (major gifts, mid-level, Trust & Foundations), Donor Relations, Gifts in Wills, Operations, Campaign, Alumni, Marketing and Communications teams, as well as with external agencies and suppliers.

Capabilities

- **Communicates** influences stakeholders through clear, confident and strategic communication
- **Collaborates** builds strong relationships and works across boundaries to achieve outcomes
- **Plans Work** leads planning, prioritisation and coordination of work
- **Delivers Outcomes** drives delivery of outcomes aligned to goals and performance expectations
- **Improves Work** proactively improves the efficiency and quality of work and of processes
- **Inspires Others** translates strategic priorities into reality, inspires outcomes through others



Special Requirements

- Some work outside business hours will be required
- Working with Children Check (refer to Recruitment Procedure)
- The timing of annual leave may be affected by the potential cyclical requirements of the role
- Travel to other campuses of the University and donor meetings and alumni events, as required

Note This position description provides an outline of the scope and accountabilities of the position at a point in time. Responsibilities may evolve in line with organisational needs.