Alumni Relations Coordinator

Institutional Advancement - Position Prospectus
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COVER PHOTO: PAUL WRIGHT
Macquarie University is focused on discovery, learning and participation in a borderless world. We are ambitious, flexible, friendly and contemporary university committed to excellence and rigour in our research and teaching and global citizenship.

From humble beginnings in the late 1960s, Macquarie is well on its way to becoming one of Australia’s leading research universities. We welcome you on this journey with us.

Our Values

Our values simply determine who we are. They guide how we make decisions and they determine how we behave toward our students, our colleagues and our community. We strive to live these values everyday, in the way we do our work and work with others.

• Ethical
We aim to promote a collegial community and to foster a culture that is responsible, respectful and reflective.

• Enquiring
We’re open to new ideas, new ways of thinking and new ways of ensuring we create a sustainable institution.

• Creative
Especially in our response to opportunities and challenges.

• Inclusive
We believe in providing access to everyone, no matter what their background, who has potential to benefit from higher education.

• Agile
This is our willingness and our ability to be responsive to listen and act, and not to be bound by the traditional approaches that have no relevance to the student of today.

• Excellence
We are committed to excellence and this is the standard to which we aspire in everything we do.

Our strategic directions

You are making a decision to apply for a position in a university that’s truly on the move. We’re investing billions of dollars on boosting our research effort, ensuring our learning and teaching is of the highest class, and providing the best facilities possible for our students and staff. We’re also working to improve almost every aspect of our operations, including governance, support services and engagement with business and the community.

For more information, please visit www.mq.edu.au/university/strategic.html

Macquarie’s Vision

At age 50 (in 2014) Macquarie will be ranked among the top eight research intensive universities in Australia, and amongst the top 200 research intensive universities internationally.

Macquarie’s mission

To establish a pervasive research culture across all areas of the University, and to achieve internationally and nationally leading research in selected concentrations of research excellence, by maximising the institution’s intellectual and physical resources and by maintaining a continuous Improvement framework.

Macquarie’s structure

In recent years we’ve evolved as a university and, as part of that process, we’ve designed a structure that ensures we’re an efficiently run institution that’s firmly focused on the future. This includes:

• Four Deputy Vice Chancellors that report directly to the Vice Chancellor, their areas of focus being Research, Development and External Relations, Provost and Chief Operating Officer
• A Director of Human Resources who reports directly to the Vice Chancellor
• An Executive Director of Campus Experience who is focused on fostering student engagement and creating a campus environment that is healthy, welcoming and safe
• Four faculties that deliver our undergraduate and postgraduate curriculums: Business and Economics, Science, Human Sciences and Arts

For more information, please visit www.vc.mq.edu.au
What really sets Macquarie apart?

Essentially, if Macquarie University were a person, these are the characteristics we would want people to say we possess:

We are **ambitious**. Our ambition is obvious in the range of initiatives we have underway.

We are **contemporary** in our outlook, in the way we communicate, in the way our staff and students interact.

We are **friendly**. Friendliness is an important characteristic identified by many of our stakeholders, particularly students who had experienced other universities and were impressed with the accessibility and relative informality of our people.

We are **flexible**. Flexibility is a very strong positive in the way that people see the university. This is a key differentiator for students - the ability to combine across disciplinary ranges or to shift the direction of their studies as they become clearer in their goals.

We are **respectful**. Being respectful is an important characteristic: respect for the individual, for the good name of the University, and for our environment. Our sustainability initiatives are an important example of how we are bringing this to life.

And finally, we are **dynamic**. We want to be known as a university that both anticipates and responds to change and has the courage and commitment to ensure we remain relevant in a rapidly changing world.

These characteristics are in effect our personality. Together with our values, they determine how we speak about ourselves, how we behave and how we look.

PHOTO: PAUL WRIGHT
About the Deputy Vice Chancellor (International and Development)

The portfolio unit of the Deputy Vice Chancellor (International & Development) has a broad range of responsibilities including domestic and international marketing, international student recruitment and support, and the Office of Institutional Advancement.

Our Deputy Vice Chancellor (International & Development) Caroline Trotman has an extensive background in management consulting, IT and financial services. She has served as National Marketing Director at Deloitte, Asia Pacific Marketing Director for EDS Management Consulting, Investment Bank Marketing Director for Bankers Trust, and Global Marketing Director Government for Accenture.

Caroline has an MBA from the Macquarie Graduate School of Management, a Graduate Diploma in Applied Finance from the Securities Institute, and a Bachelor of Arts from the University of Canberra.

Our business units

Alumni Relations

Graduation marks the conclusion of a significant stage of the Macquarie Experience for students and the commencement of another – a lifelong relationship with the University through its alumni community.

The Macquarie University alumni community comprises over 124,000 graduates living in more than 120 countries around the world. At Macquarie, we broaden the traditional definition of the term 'alumni' and include current students, past and present members of staff, parents of students, volunteers as well as donors and friends of the University.

Graduates automatically become members of the Macquarie alumni community and are encouraged to maintain active and continuing contact with fellow graduates and the University.

Graduations

The Graduation Unit consists of a small and specialised team of staff responsible for the overall organisation, administration and implementation of graduation ceremonies. Staff work collaboratively and co-operatively together to contribute to the efficient management of the graduation process.

In recent years Macquarie University has experienced a consistent increase in student numbers. At the same time student demographics have become more diverse. The University has a very high percentage of international students and a growing proportion of students with disabilities.

The Graduation Unit currently provides graduation ceremonies to students in Sydney (North Ryde), Hong Kong and Beijing. The largest graduation series are held on campus (North Ryde) during the University recesses in April and September each year.

Graduation Unit staff interact with a diverse range of students daily. This requires an appreciation and respect for different cultural, language, and religious groups. Staff respond to a high volume of student enquiries on a daily basis communicating with students, staff and guests by telephone, email and in person.
Institutional Advancement

Building philanthropic and other financial support through long-term mutually beneficial relationships is integral to Macquarie achieving its vision.

The Office of Institutional Advancement focuses on four major functions:

- Alumni relations
- Community engagement
- Philanthropic fundraising
- Strategic corporate relationships

We are engaged in relationship building and fundraising campaigns across the campus. Through these initiatives we aim to create a significant new revenue stream for Macquarie. Funds raised will be used for new facilities, research and teaching, professorial chairs, merit scholarships and prizes, and financial aid for students through equity scholarships and grants.

International Higher Degree Research

In Australia, students enrolled in PhD and MPhil degrees are often referred to as Higher Degree Research (HDR) candidates. Macquarie University offers HDR degrees in a wide range of research areas. Applications to these degrees are handled by the Higher Degree Research Office. We also actively promote cotutelle and joint PhD enrolment. Through these programs, candidates are able to enroll and spend equal time at each university, submitting one thesis to two universities for joint recognition.

Macquarie International

Macquarie International is responsible for the provision of marketing, recruitment and student services to international full-degree, research, transnational, distance, study abroad and exchange cohorts for Macquarie University.

Macquarie International provides a comprehensive range of pre-arrival and post-entry services and engages with an extensive network of stakeholders and international partners.

Marketing

Our responsibilities include:

- Managing the University’s brand and reputation.
- Promoting the University’s research achievements.
- Fostering communication for staff and students.
- Publishing guides for domestic undergraduate students, corporate brochures showcasing the University, the University Handbook and Annual Report.
- Managing media, including news releases and media liaison.
- Developing campaigns and placing advertisements for courses and events.
- Managing strategic events, including Open Day, Postgrad Expo, annual research awards, and smaller targeted events.
- Recruiting domestic undergraduate students, and supporting postgraduate recruitment via campaigns and events.
- Developing and improving the University’s web presence.
- Enhancing social media and developing online marketing strategies and campaigns.
About the Position

Under the direction of the Director, Alumni and Community Relations and the guidance of the Manager, Alumni Relations, the Alumni Relations Coordinator will plan, implement and manage a range of programs, projects and communication strategies to enhance and develop the University’s relationship with its Alumni.

Primary Accountabilities

• Development and implementation of an integrated communications plan to engage alumni and current students through various channels in line with the broader strategies and goals of the Office of Institutional Advancement, Macquarie Alumni Relations and Faculties to ensure messages are consistent and integrated.

• Develop and manage the alumni relations on-line social media strategy and content in line with the communications plan.

• Manage and develop content for the Alumni Relations website in keeping with the broader Macquarie brand, ensuring it stays up to date and that content is categorised correctly for re-use in targeted messages to alumni.

• Manage the production and distribution of the bi-monthly e-news.

• Contribute to content briefs and articles for the bi-annual Macquarie Matters magazine.

• Manage project tasks and whole projects as assigned by the Director including the Graduate Gift and Lost Alumni projects.

• Establish and maintain high level and strategic relationships with project team members and stakeholders across the university.

• Establish and manage a multi-channel communications schedule the bulk distribution messages via email, on-line social media sites, and departmental and university web sites to ensure alumni are not spammed. This includes messages sent by Community Relations.

• Identify and research the top Macquarie alumni based upon seniority and/or social aspects in each Faculty, collect enriched information on them and update Advance. Profile a selection of these alumni on the website drawing on best practice in how this is presented.

• Manage the annual Alumni Relations suite of Scholarships, Prizes and Awards.

• Management of the casual staff.

• Prepare reports for the Director and Manager on all of the above as required.
Key challenges of the position

- Ensuring meaningful and relevant marketing and communication strategies are in place to maximize our engagement with alumni in Australia and overseas.

- Developing and managing the alumni relations online social media strategy to maximize our engagement with alumni.

- Managing the timely production and distribution of the bi-monthly e-news ensuring that the content is engaging, relevant and well written.

- Delivering strong problem solving skills in dealing with issues such as information gaps and competing deadlines.

- Managing assigned projects and deliver results to deadlines in a fast paced environment.
Selection criteria

**Essential**

- A degree with at least 4 years subsequent and relevant experience or equivalent combination of relevant experience and/or education/training;

- Experience in developing and implementing marketing and communications plans incorporating the latest online and other strategies;

- Exceptional communication and presentation skills both oral and written;

- Outstanding consultation, collaborative networking, negotiation and problem solving skills and the ability to develop high quality relationships with various constituencies including volunteers, alumni and university staff;

- Proven high level project management, strategic planning and organisational skills; and

- Exceptional computer skills in word processing, spreadsheets and database software

**Desirable**

- Good knowledge of or experience in alumni relations strategies including events and fundraising, together with an innovative and outcomes focussed approach;

- An understanding of the Advancement function in the University; and

- Financial management skills including budgetary and marketing analysis skills.
Staff benefits and facilities

Benefits

At Macquarie, you are our greatest asset. Therefore we offer a range of benefits to ensure you feel that way. The list is in fact quite long, but, amongst other things, staff will have access to:

**Concessional Days** - the university is closed between Christmas and New Year and staff are given three paid days off over this period. These days off are in addition to their annual leave entitlement.

**Salary Packaging** - staff members on continuing or fixed term contracts of more than 12 months are provided the opportunity to salary package a number of items.

For more information, please visit [www.nl.com.au](http://www.nl.com.au) or contact HR for more information.

**Staff Travel Loan Scheme** - Continuing and fixed term staff can access an interest free loan for purchase of quarterly or annual Mymulti and Mytrain passes.

For more information, please visit [www.mq.edu.au/sustainability/transport/stafftravelscheme.html](http://www.mq.edu.au/sustainability/transport/stafftravelscheme.html)

If you require further information regarding staff benefits, please visit [www.mq.edu.au/welcome](http://www.mq.edu.au/welcome)

Facilities

As a staff member, you'll find everything you need and more on campus or nearby. Facilities and services (with campus map grid references) include:

- Banking Facilities [0 10]
- Library [P 18]
- Co-op Bookshop [N 18]
- Second Read second hand bookstore [N 20]
- Three on-campus childcare facilities [Banksia Cottage R 11; Gumnut Cottage X 17; Mia-Mia P 13]
- Doctor [P 20]
- Macquarie University Sport & Aquatic Centre, with two heated swimming pools [L 15]
- Chiropractor [L 15]
- Pharmacy [N 18]
- Physiotherapist [L 15]
- Hospital [0 29]
- Various food outlets and coffee shops
- Railway Station [W 29]
- Macquarie Centre

If you require further information, please visit [www.mq.edu.au/university](http://www.mq.edu.au/university)

For a full directory of services with campus map grid references, visit [www.ofm.mq.edu.au/PDF/location_info.pdf](http://www.ofm.mq.edu.au/PDF/location_info.pdf)
Campus map