

Position Description – *Senior Manager, Alumni and Advancement Operations*

Updated 22/08/2025

POSITION DETAILS	
Portfolio	Office of the Vice Chancellor
Organisational Unit	Alumni and Advancement
Supervisor (Title)	Director, Alumni and Advancement
Classification	Higher Education Officer Level 9
Employment Type	Continuing, Full-Time

POSITION SUMMARY
<p>The Senior Manager, Alumni and Advancement Operations is a strategic leader supporting Flinders University's alumni engagement and fundraising efforts. Responsible for the governance and optimisation of the University's CRM (Raiser's Edge), the role ensures the integrity, security, and compliance of data relating to over 170,000 alumni, donors, and friends.</p> <p>This role oversees gift processing, prospect research, and moves management, providing the insights and systems that enable effective fundraising. Working closely with Business Intelligence, it drives data-led strategy and reporting to identify opportunities and measure impact.</p> <p>The Senior Manager supports alumni engagement through analytics and operational leadership, helping evaluate the reach and effectiveness of programs across 135,000+ alumni. They also provide training and guidance to university staff on CRM use, embedding best practice and fostering a culture of accountability, insight, and collaboration across Advancement.</p>

UNIVERSITY EXPECTATIONS AND VALUES
<p>All staff at Flinders are responsible for understanding their obligations and responsibilities as set out in the University's code of conduct and are expected to:</p> <ul style="list-style-type: none"> • demonstrate commitment to the University's values of Integrity, Courage, Innovation, Excellence, and the underlying ethos of being Student Centred; • contribute to the efficient and effective functioning of the team or work unit to meet the University's objectives. This includes demonstrating appropriate and professional workplace behaviours, providing assistance to team members, if required, and undertaking other key responsibilities or activities as directed by one's supervisor; • promote and support an inclusive workplace culture which values diversity and embraces the principles of equal opportunity; • perform their responsibilities in a manner which reflects and responds to continuous improvement; and • familiarise themselves and comply with the University's <i>Work Health and Safety, Injury Management and Equal Opportunity</i> policies. <p><i>A Nationally Coordinated Criminal History Check (NCCHC) which is satisfactory to the University will be required by Flinders University before the successful applicant can commence in this position.</i></p>

KEY POSITION RESPONSIBILITIES

The Senior Manager, Alumni and Advancement Operations is accountable for:

Leadership and Strategy:

- Provide strategic direction for Advancement Operations, aligning systems and processes with alumni and fundraising goals.
- Develop and implement operational plans and KPIs that support data-informed decision-making and continuous improvement.
- Contribute to Advancement Leadership Team planning, budgeting, and risk management.

Governance and Relationships:

- Ensure compliance with University policies, ATO/ACNC regulations, and data privacy legislation.
- Oversee policies on gift acceptance, receipting, donor recognition, and reporting.
- Build strong relationships with Colleges and professional service divisions to align operational support with evolving needs.
- Represent Advancement Operations on University committees and participate in professional networks (e.g., CASE, FIA).

Systems, Donation Management, and Reporting:

- Lead use and optimisation of Raiser's Edge and related systems for donor engagement, stewardship, and reporting.
- Oversee gift processing, receipting, reconciliation, and financial compliance.
- Maintain data integrity, security, and retention standards through audits and system improvements.
- Deliver timely reports, dashboards, and campaign analytics for University executives and fundraising staff.

Training, Analytics, and Support:

- Drive CRM adoption through training, resources, and user support.
- Provide segmentation, prospect analysis, and performance reporting to inform fundraising and alumni strategies.
- Partner with Business Intelligence and prospect research to deliver insights into donor behaviour, giving trends, and campaign effectiveness.

Team Leadership:

- Manage and supervise the Prospect Researcher and Gift Administration Coordinator, setting goals, monitoring performance, and fostering professional development.
- Ensure delivery of high-quality research briefs, gift processing, and stewardship support.
- Promote a collaborative, service-oriented, and compliance-focused team culture.

Key Relationships:

- Reports to: Director, Alumni and Advancement
- Supervises: Prospect Researcher, Gift Administration Coordinator
- Key Internal: Advancement staff, Colleges, Finance, Legal, ICT, Marketing and Communications
- Key External: Donors, alumni, sector networks (CASE, FIA, ADAPE)

KEY POSITION CAPABILITIES

- Postgraduate qualifications and relevant experience in information systems or related field, or an equivalent combination of experience and/or education/training.
- Broad to extensive experience in database administration, system development, and maintenance, preferably in large not-for-profit or higher education settings.
- Demonstrated experience managing CRM system integration and implementation.
- Demonstrated experience developing policies and procedures and implementing change.
- Skilled in providing insightful reporting and analysis for strategic decision-making.
- Strategic leadership ability to steer Advancement Unit and implement services aligned with organisational strategies.
- High level written communication including strong attention to detail and proficiency.
- Proven experience in statistical analysis for strategic planning.
- High level oral communication and interpersonal skills including a demonstrated ability to build and maintain effective working relationships and networks.
- Familiarity with gift governance and services.
- Broad to extensive experience in presenting complex information to leaders and peers.
- Networking proficiency within the sector.
- Demonstrated ability to adhere to competing deadlines in a complex work environment.
- Demonstrated experience developing and implementing relationship management systems.
- Broad to extensive knowledge of relationship management and engagement principles.
- Broad to extensive knowledge of fundraising practices and alumni relations programs.
- Familiarity with Raiser's Edge/NXT (Desirable).