



Position Description

Director of Centenary Appeal St Mark's College, Adelaide

The Role

St Mark's College was founded in 1925, and in 2025 will celebrate its Centenary. As part of the College's celebration of the Centenary, it will undertake a Centenary Appeal to alumni and friends of the College seeking generous support for a major expansion of scholarship endowment and for other projects to equip the College well for its second century.

The Director of the Centenary Appeal will work closely with the Head of College, Professor Don Markwell AM, and other key staff to lead and ensure the success of the College's fundraising campaign, and other aspects of the Centenary, including to lay the groundwork for further engagement of alumni and friends and for philanthropic support beyond the Centenary.

The College

St Mark's College is a vibrant, values-based residential academic community for students of the University of Adelaide, the University of South Australia, and Flinders University.

The oldest of the residential colleges in Adelaide, St Mark's has both a rich history and a forward-looking outlook. With its combination of heritage-listed buildings and modern facilities set amid beautiful gardens, and an exceptional staff devoted to supporting students, it is a superb environment in which university students can live, learn, and thrive. It is conveniently located a short walk from the main University of Adelaide and University of South Australia campuses, and close to the cafes, restaurants, and parklands of North Adelaide.

The College ordinarily accommodates up to 245 students, many of whom are from rural and interstate backgrounds. Several of its key members of staff also live on site.

St Mark's aspires to offer its students the best university educational experience possible, grounded in the pursuit of academic excellence, collegiality, and service. As the College moves towards its second century, it has developed a new, living strategy to meet the evolving needs of its community, and has recruited a staff team of exceptional calibre – a great team to join!

More information about St Mark's College can be found here: <https://www.stmarkscollege.com.au/>

The College Centenary

The key elements of the College's preparations currently underway for its Centenary include:

- Developing and working to implement a strategic plan that looks to the Centenary and



St Mark's College
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beyond – adopted by the College Board in May 2022 after extensive consultation

- Commissioning two historians from the University of Adelaide, Associate Professor Paul Sendziuk and Dr Carolyn Collins, to research and write a Centenary history to be published early in 2025
- Preparing for events to mark the Centenary in 2025, including a Gala Dinner on Saturday 15 March 2025 (the 100th anniversary of the opening of the College)
- Commencing to develop branding (e.g. a logo) and merchandise for the Centenary
- Preparing for the Centenary Appeal (fundraising campaign), and
- Continuing communications with members of the College community along the way, including marking the centenary of landmarks towards the founding of the College.

The Centenary will celebrate the best of our heritage, including how the founders' ideal of service and good citizenship has been given effect through successive generations

Some further details of the Centenary are at <https://stmarkscollege.com.au/towardsoursecondcentury/>

Strategic priorities - Towards our second century

In its strategic plan, *Towards our second century: a strategy for St Mark's College*, the College has committed to providing life-changing opportunities for students in coming years through focusing on seven strategic priorities:

1. Actively encouraging **academic excellence** and supporting career preparation
2. Promoting **student wellbeing and belonging** in a safe, respectful, diverse, and inclusive community
3. Working to **support all students who need it** through a major expansion of scholarships and other financial support for students
4. Developing the **strongest team of staff** who contribute to an exceptional student learning experience
5. Providing an inspiring and sustainable physical environment with **outstanding facilities** and services
6. Developing the **financial resources** needed to achieve these priorities
7. Engaging our alumni and friends in **lifelong connections** and in positioning St Mark's for its second century

The Centenary Appeal will have as its principal focus strategic priority 3 – “Working to support all students who need it through a major expansion of scholarships and other financial support for students” – and strategic priority 7 – “Engaging our alumni and friends in lifelong connections and in positioning St Mark's for its second century”.

Key Responsibilities of the Director of the Centenary Appeal

All responsibilities are undertaken in close partnership with and with the strong support of the Head of College and other colleagues, building on work already done, and in the context of other College operations.



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Key responsibilities include:

- Help to lead the planning of the Centenary Appeal.
- Develop and implement a communications strategy for the Appeal, including preparation of Appeal materials, including an Appeal case statement, appropriate brochures and letters, Annual Giving and bequest materials, items for newsletters, social media, and the website, and any media engagement.
- Identification of prospects for major gifts and bequests to the College.
- Research to support engagement with prospects, including identifying potential donors' capacity, connection with the College, and potential motivation to support the College (including through leveraging the networks of the College Board, Foundation, Old Collegians, and existing supporters).
- Helping to recruit and supporting a small Appeal Committee of key volunteers and staff.
- Management of engagement by the Head of College and Appeal Committee with prospects for major gifts and bequests, including:
 - a systematic and sensitive approach to “moves management”,
 - the arrangement of some social engagements, meetings, and events,
 - drafting correspondence,
 - working with the Head of College and others as relevant to solicit gifts, and
 - stewarding donors, ensuring they are appropriately thanked, recognised, and celebrated.
- Develop and maintain strong relationships throughout the St Mark's College community including prospects and other alumni and friends, including:
 - connecting with alumni and friends in Australia and around the world with a range of events, as well as involving current students,
 - liaising with the Old Collegians Association,
 - cultivating relationships with prospective donors at the major gift level and potential bequestors,
 - working to engage a higher proportion of Old Collegians and friends of the College in College activities, including involving Old Collegians and friends in strategic priorities, and
 - working with colleagues to involve selected alumni and friends in mentoring and internship programmes for our students.
- Build and maintain key relationships with philanthropic institutions, foundations, and potential business donors.
- Work with staff colleagues and volunteers in the planning and organisation of Centenary events, merchandise, communications, and other aspects of the Centenary celebrations.
- Ensure that all relevant data is maintained in line with the College's data management practices so to help maintain full, up-to-date data on alumni (Old Collegians), friends and prospective friends of the College, and donors and prospective donors to the College.
- Working to deepen the engagement of alumni and friends, and to deepen the culture of philanthropy in the St Mark's community, to lay the basis for lifelong connections and



sustained philanthropic support for the College in the years and decades beyond the Centenary. This includes working to engender an ever-stronger culture of giving in current students and staff, as well as alumni and friends.

- Other duties as requested.

Key Working Relationships

The Director of the Centenary Appeal:

- Works closely with and reports to the Head of College.
- Works closely with
 - the Front Office Manager, who (amongst other responsibilities) organises many key events and works closely with the Head of College on Annual Giving and other advancement activities,
 - the Registrar, who (amongst other responsibilities) manages the College's website and social media,
 - other staff colleagues, including the Business Manager and Finance Officer.
- Helps to recruit and supports the Appeal Committee.

Qualifications and Personal Attributes

The College is open to candidates from diverse professional backgrounds, including in research, advancement, events, communications, marketing, or other fields.

The Director of the Centenary Appeal should demonstrate:

- a commitment to the vision and values of St Mark's College, and enthusiasm to ensure the success of the Centenary Appeal and of the College;
- skills and experience relevant to advancement activities;
- skills in research and high-quality writing;
- administrative efficiency;
- high level of skill using Word, Outlook, databases, and any other relevant software (some experience using website software, such as WordPress, may be an advantage);
- a warm and engaging personality with the ability to enthuse others;
- highly developed interpersonal and communication skills;
- a professional attitude to and a highly developed sense of personal responsibility for the requirements of the role;
- a collaborative approach and ability to build strong, long-term relationships;
- a strong work ethic;
- a commitment to a high quality of work reflected in accuracy and attention to detail;
- ability to operate effectively in a collaborative team environment;
- flexibility and an ability to adapt and operate effectively in a changing environment;



St Mark's College
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- ability to effectively manage multiple projects and responsibilities, ensuring high performance standards and adherence to deadlines; and
- a high level of maturity and personal integrity.

Terms and Conditions

This is a three-year appointment (potentially renewable), commencing as soon as possible, with an initial probationary period of three months.

The position could be held either as a full-time or part-time role provided the key responsibilities of the role are met in a timely manner.

A degree of flexibility in terms of days and hours worked is available to take into account the nature and responsibilities of the position.

Remuneration and other terms

The remuneration package comprises:

- An attractive salary, depending on qualifications and experience;
- Meals in the Dining Hall when the College kitchen is open, onsite carparking, and use of other College facilities (e.g. gym);
- Superannuation paid at the legislated rate (currently 10.5%).

There are four weeks of paid leave per annum (or part-time equivalent, if applicable), to be taken in agreement with the Head of College, in addition to the usual public holidays.

Application process

Candidates should send (i) a curriculum vitae, (ii) a letter of application explaining (with reference to the selection criteria) how their previous experience, qualifications and skills fit them for this position, and (iii) the names and contact details of three referees.

Applications should be made online via Seek, or emailed to Ms Carol Atkinson at carol.atkinson@stmarkscollege.com.au, to arrive no later than 12 noon (ACST) on **Thursday 30 March 2023**.

For further information, please contact Ms Carol Atkinson at (08) 8334 5600.

Apply [here](#).