

POSITION DESCRIPTION

Deputy Director, Advancement



POSITION DETAILS

Position Title	Deputy Director, Advancement
Classification	SENIOR
Position Number	NEW
School/Office	OFFICE OF ADVANCEMENT
Division	EXTERNAL ENGAGEMENT AND WESTERN SYDNEY

POSITION PURPOSE

The Deputy Director, Advancement plays a pivotal leadership role in driving Western Sydney University's philanthropic growth and transformation agenda. Reporting to the Executive Director, Advancement, the position provides senior operational leadership across the University's fundraising and donor engagement activities, ensuring the successful implementation of the University's *Accelerating Ambitions* strategy and progression towards its long term fundraising targets.

This role exists to translate strategic ambition into measurable outcomes by leading frontline fundraising teams, developing and delivering major fundraising campaigns and strategic philanthropic initiatives, strengthening pipeline development and conversion, and embedding a culture of high performance, accountability and continuous improvement across the Advancement portfolio.

The Deputy Director is responsible for ensuring that philanthropic engagement is delivered through consistent, professional and evidence based fundraising practices that build a sustainable pipeline of philanthropic support for the University.

The position serves as a critical bridge between strategy and execution, providing leadership, coaching and direction to fundraising staff while working closely with senior academic leaders to identify, shape and advance compelling philanthropic opportunities, campaigns and donor funded initiatives. Through strong stakeholder management, strategic planning and operational oversight, the Deputy Director will help cultivate a university wide culture that recognises philanthropy as a shared institutional responsibility and a catalyst for transformational impact.

Success in this role will be measured through the growth and health of the donor pipeline, increased fundraising performance, successful delivery of major fundraising campaigns and strategic initiatives,

enhanced fundraising capability across teams, stronger engagement of academic leaders in donor relationships, and the continued development of Western Sydney University as a leading philanthropic institution committed to creating opportunities and delivering positive change for the communities it serves.

This position will play a critical role in helping Western Sydney University build a sustainable culture of philanthropy and achieve its ambition of becoming one of Australia's leading fundraising universities.

KEY ACCOUNTABILITIES

1. Fundraising Leadership and Performance

- Provide leadership, direction and management to frontline fundraising teams.
- Establish and monitor fundraising performance targets, portfolio activity, pipeline progression and donor engagement strategies.
- Foster a high performance culture that promotes accountability, collaboration, continuous improvement and fundraising excellence.
- Ensure fundraising activities are aligned with University priorities and the objectives of the Advancement Strategic Plan.

2. Major Gifts and Donor Engagement

- Maintain and actively manage a portfolio of high value prospects and donors capable of making gifts of \$100,000 and above.
- Develop and implement donor engagement, cultivation, solicitation and stewardship strategies to maximise philanthropic outcomes.
- Support complex donor engagement strategies involving senior University leaders, academics, researchers, the Vice Chancellor and Chancellor.
- Ensure donors experience a coordinated, professional and impactful engagement journey.

3. Campaign and Strategic Initiative Development

- Support the planning, development and implementation of major fundraising campaigns, strategic philanthropic initiatives and donor funded programs.
- Work with Faculties, Research Institutes and University leaders to identify compelling philanthropic opportunities aligned to institutional priorities.
- Develop campaign plans, funding priorities, case for support materials and donor engagement strategies that drive philanthropic investment.
- Monitor campaign performance and recommend strategies to maximise fundraising outcomes and donor participation.
- Support the Executive Director in delivering major institutional fundraising priorities and transformational gift opportunities.

4. Pipeline Development and Portfolio Management

- Lead the operational management and reporting of the University's philanthropic pipeline to ensure sustainable growth and long term fundraising success.
- Drive prospect identification, qualification, cultivation and solicitation activity across fundraising portfolios.
- Manage portfolio review, pipeline and prospect strategy meetings.
- Identify pipeline risks, opportunities and performance gaps and implement corrective actions where required.
- Ensure accurate forecasting, reporting and performance monitoring against fundraising targets.

5. Fundraising Capability and Team Development

- Provide coaching, mentoring and professional development opportunities to fundraising staff.

- Build fundraising capability, confidence and consistency across the Advancement team.
- Establish best practice fundraising methodologies, tools and processes.
- Support succession planning and talent development within the fundraising function.
- Promote a culture of learning, innovation and professional excellence.

6. Academic and Leadership Engagement

- Partner with Executive Deans, Deans, Institute Directors, Research Leaders and senior academics to strengthen philanthropic engagement across the University.
- Build understanding and confidence in fundraising and donor engagement among academic and professional staff.
- Coach University leaders in donor engagement, cultivation and stewardship activities.
- Support academic leaders to develop compelling philanthropic propositions that communicate impact and opportunity.

7. Advancement Operations and Governance

- Ensure consistent application of fundraising policies, procedures and ethical fundraising standards.
- Work closely with Advancement Services to maintain data integrity, prospect management discipline and accurate reporting.
- Utilise data, analytics and performance insights to inform fundraising strategy and decision making.
- Contribute to budget management, workforce planning and resource allocation across the Advancement portfolio.

8. Strategic Leadership and Institutional Impact

- Support the implementation and delivery of Western Sydney University's *Accelerating Ambitions* strategy and broader institutional objectives.
- Act as a senior advisor to the Executive Director on fundraising performance, campaign development, pipeline health and resource requirements.
- Champion philanthropy as a shared institutional responsibility and contribute to the development of a university wide culture of philanthropy.
- Represent the Office of Advancement in internal and external forums as required.
- Contribute to the University's ambition of becoming one of Australia's leading fundraising universities through sustainable growth in philanthropic support and donor engagement.

QUALIFICATIONS, EXPERIENCE AND SKILLS

- Relevant tertiary qualification in business, communications, marketing, fundraising, management, education or a related discipline, or an equivalent combination of qualifications and professional experience. Postgraduate qualifications are desirable.
- Demonstrated success in major gift fundraising, business development, stakeholder engagement or relationship management within higher education, research, healthcare, not for profit or similarly complex organisations.
- Proven experience securing significant philanthropic support, managing donor portfolios and pipelines, and delivering fundraising campaigns or strategic initiatives that achieve measurable outcomes.
- Significant leadership experience, including managing, coaching and developing high performing teams and fostering a culture of accountability, collaboration and continuous improvement.
- Demonstrated ability to build and maintain effective relationships with senior executives, academics, researchers, board members, donors and external stakeholders.
- Strong understanding of major gift fundraising, donor engagement, stewardship, campaign management and fundraising best practice.

- Excellent strategic planning, communication, negotiation and influencing skills, with the ability to translate organisational priorities into fundraising opportunities and outcomes.
- Experience using CRM systems, fundraising databases and performance reporting tools to support decision making and forecasting.
- Strong analytical and problem solving capabilities, professional judgement, integrity and commitment to ethical fundraising practice.
- Knowledge of the Australian higher education and philanthropic sectors and experience supporting organisational change and a culture of philanthropy will be highly regarded.

KEY RELATIONSHIPS

This position reports to the Executive Director, Advancement

This position has supervisory responsibilities for.

1. Development Manager, Faculty of Health
2. Development Manager, Faculty of Engineering, Computing, and Science (ECS)
3. Development Manager, Faculty of Social Science, Arts, Business, Education, and Law (SABEL)
4. Development Manager, Foundations & Grants
5. Development Manager, Indigenous Leadership Project (ILP)
6. Development Manager

Success in the role will be dependent on developing and maintaining positive relationships with:

1. Division of External Engagement and Western Sydney
2. Executive Deans, School Deans, and Institute Directors
3. Vice-Chancellor
4. Chancellor
5. Executive Director, Advancement
6. Donors
7. Alumni
8. Volunteers

CHALLENGES

- Driving significant philanthropic growth in support of Western Sydney University's ambitious fundraising targets while building a sustainable and diversified donor pipeline.
- Translating strategic priorities and fundraising campaigns into measurable outcomes across multiple faculties, institutes and stakeholder groups.
- Balancing personal fundraising responsibilities with the leadership, coaching and development of frontline fundraising staff.
- Building fundraising capability and confidence among senior academics and researchers who may have varying levels of experience with donor engagement and philanthropy.
- Embedding consistent fundraising practices, portfolio management discipline and performance accountability across the Advancement team.
- Managing complex donor relationships and philanthropic opportunities involving multiple internal and external stakeholders, often with competing priorities and expectations.
- Developing compelling philanthropic propositions that align donor interests with University priorities and demonstrate clear impact.
- Driving organisational and cultural change by fostering a university wide understanding that philanthropy is a shared institutional responsibility.
- Maintaining accurate pipeline forecasting, reporting and performance management in a dynamic and evolving fundraising environment.

- Ensuring fundraising activities are aligned with governance requirements, ethical fundraising standards and donor expectations.
- Supporting the University to transition from a relationship dependent fundraising model to a scalable, high performing and sustainable advancement operation capable of delivering long term growth.
- Operating effectively within a complex higher education environment while maintaining focus on fundraising outcomes, stakeholder engagement and strategic priorities.

UNIVERSITY EXPECTATIONS

The University expects that all employees are aware of, and comply with legislation and Western's policies and procedures relevant to the position, including but not limited to:

- Code of Conduct
- Work Health and Safety and Wellbeing Management System
- Enterprise Agreement or Award
- Anti-discrimination principles, Equal Employment Opportunity and staff and student equity.

Approved by: People and Culture

Date: 24/06/2026