



**BOND  
UNIVERSITY  
STAND OUT**

## Appointment of Director, Alumni Relations

Office of Engagement - Information Pack







## Welcome to Bond

We invite you to discover a university like no other. A place where innovation, independence, and academic brilliance converge.

As Australia's first private non-profit university, our commitment to independence empowers us to do things differently, shaping our unique identity and setting us apart on the global stage.

This independence is the very essence of our DNA. It is the spirit that propels our academic faculties to deliver outstanding programs that enhance the personal and professional development of our students and underscores a workplace environment designed to create opportunities for growth, social connection, and foster personal enrichment.

Because people are at the heart of Bond University. From students and staff to our valued alumni, we celebrate diversity and individual ambitions and revel in our peoples' successes. There is a saying amongst our student and staff alumni and that I hold dear "Once a Bondy always a Bondy." At its genesis is the life changing experience Bond University offers. Just as Bond University stands out among its competitors, so to do the graduates of the University, "Bondies" excelling in their chosen fields all over the world.

We have been challenging norms and setting new standards since our foundation in 1989. As we continue to thrive and evolve, we are searching for an outstanding

candidate to be part of our dynamic community in the role of Director, Alumni Relations.

Leading a crucial department within the Office of Engagement you will formulate and execute a strategy to nurture our global alumni community of Bondies.

This information is designed to help you get a feel for what it's like to work with us, find out what we're looking for and help you decide whether you can see yourself as a part of our amazing Bond Community.

I look forward to hearing from you.



**Catherine Marks**  
**Vice President Engagement**







## About Bond

Nestled midway along the east coast of Australia, the Gold Coast has developed a global reputation for its stunning scenery. Pristine golden beaches stretch as far as the eye can see while beyond the sun-kissed shores lies a diverse ecosystem of lush hinterlands, verdant rainforests, and waterways teeming with iconic Australian wildlife, from vibrant bird species to unique marsupials.

The Gold Coast is a haven for go getters with a shared commitment to living life to the fullest. The same passion that attracts students and staff alike to Bond University.

In a region renowned for its natural beauty, Bond University holds iconic status for its architectural splendour.

Our Gold Coast campus, which stretches across 50 hectares, blends stunning pine forests and waterways with magnificent sandstone buildings. Our students and staff enjoy a world-class learning environment,

state-of-the-art facilities, vibrant cafes, restaurants and bars bordered by colourful landscaped gardens, native bushland and a saltwater lake.

The jewel in crown, and the go to point for generations of graduation selfies, is the four-storey Arch, designed by international Pritzker Architecture Prize-winning Japanese architect Arata Isozaki. It towers over the intersection between the lake and the main campus square with a promise that all students who pass through will emerge into a world of limitless opportunity.

Beneath the Arch lies the heart of Bond University, a 6.5m stainless steel sculpture, Limitless. Unveiled during the University's 30th anniversary in 2019, it is inscribed with the names of every Bond graduate from our opening in 1989 to 2019.

These names represent Bond's history, and its future.

## The Bond Difference

Bond University is founded on a distinctive ethos that places our students at the centre. We provide an environment of academic excellence, discovery and development for the next generation of global professionals and leaders. As Australia's first private, non-profit university, we have always thrived on the investment that our students make in their own futures, the commitment of our staff and the support from a strongly engaged community.

The exceptional quality of our students' experience has always been a hallmark of Bond University. We are committed to teaching excellence, deep engagement between academics and their students, and the personal and transformative development of Bond staff and students. We have built a vibrant, supportive and dynamic culture that welcomes every student and gives them the opportunity to join a connected, passionate and close-knit cohort.

The independent nature of our institution is an essential part of our framework and environment. Our students are encouraged to develop their own sense of identity and an ability for critical thought and self-analysis.

Our community is imbued with the spirit of free enterprise and innovation. Our distinctive approach to teaching, which focuses on holistic development of the individual and our accelerated academic calendar, has always attracted energetic students and academics who are committed to independent thought and action. We have an applied skills curricula embedded within our programs and, as we look forward, entrepreneurship is becoming an even more prominent feature of the distinctive Bond offering.

Our diverse community is globally focused. We work hard to broaden our students' horizons through international experiences, partnerships and introductions. We have an outstanding campus equipped with modern teaching facilities, high-quality sporting facilities and active student associations, which each contribute to the strong collegiate spirit our students enjoy. As a result, we consistently rate among the best universities in the world for student satisfaction, learner engagement and teaching quality.

We believe in the importance of cross-disciplinary experience and the development of broad and transferable professional skills, including involvement in entrepreneurial practice to give an applied and commercial focus to our students' discipline-specific knowledge. We focus on critical thinking, communication, leadership and ethical thought and action to help our students develop the skills and attributes that prepare them for success professionally and personally.

Employability skills for our graduates are deeply embedded within our curricula and we work with every student to map out personal pathways for realising his or her career goals.

Our academics are invested in the advancement of each of their students and supported by an equally dedicated professional staff. Bond students are provided with outstanding opportunities to become involved with academic projects, professional networks and developments in industry through the relationships established with their professors.

# Bond University

## Principles

As the world is becoming more complex and uncertain, our ability to prosper and progress within it will be determined by the quality and commitment of our people – our staff, students, alumni, partners, and the wider Bond community.

A sense of community and belonging is central to the ethos of Bond. Our people are essential to how we maintain our relevance, innovate in our teaching, advance our research, connect, and collaborate, and preserve our distinctive sense of belonging to an inspirational and aspirational learning community. We will achieve our

mission by maintaining and building an inclusive culture that thrives on the collective efforts of our people.

Our independent status provides us with the freedoms to do things differently whilst increasing the importance of building our own resources for a sustainable future and ensuring the responsible custodianship of our great but young institution.

The 2023 - 2027 strategy ([www.bond.edu.au/mission-and-strategic-plan](http://www.bond.edu.au/mission-and-strategic-plan)) for the University is supported by four core principles, which provide the lens through which we plan and prioritise our decision making and actions:



### **Distinctive**

As Australia's first private, independent, non-profit university, we own and have earned a distinctive position. Our private status, self-destiny, sense of community, and enrichment activities are strengths to be leveraged, benefited from, and celebrated.



### **Relevant**

Our independence, willingness, and ability to challenge norms enables our culture of innovation. We will continue to embrace constant uncertainty, look to the future, and empower our people to drive change.



### **Connected**

Our boundaries extend beyond the physical campus. The impact and achievements of our students, alumni and staff are global. We strive to create an environment that is always connected, impactful and engaged with a culture that embraces opportunities with students, alumni, industry, and the broader community.



### **Excellent**

The pursuit of excellence and ambition are hallmarks of Bond. We aim to attract the best students with ambition from around the world, and our determination to build a world-class workforce creates a culture where every individual is inspired to excel.

Our future direction is clearly set out in the University's Strategic Plan and staff are expected to understand the strategic priorities to support their work and demonstrate their ongoing commitment. The three strategic priorities are:



### **Fostering an inspirational and aspirational learning community**

Foster a scholarly, connected and engaged learning community that advances our status as a globally recognised university with high impact, which recognises the power of interdisciplinary and transdisciplinary scholarship that is demonstrated by the excellence of our education and research.



### **Expanding reach and making a greater impact**

Develop and sustain high-quality relationships that strengthen our reputation, enhance our student experience, support our research ambitions, demonstrate our relevance, and create opportunities for engagement.



### **Advancing our unique identity**

Stay true to our principles and implement growth strategies that ensure our future sustainability whilst maintaining our unique identity, established by our independence, agility, innovative practice, social responsibility, and engagement.



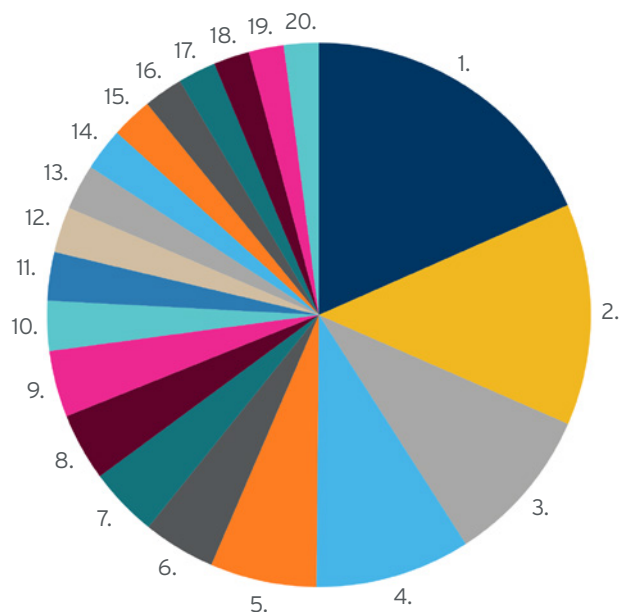
## Our Global Alumni

The University has over 33,000 alumni with alumni chapters and committees based in many cities across the world. Graduates stay connected and informed about the institution through a number of initiatives including networking opportunities, alumni committees and chapters, Homecoming events, newsletters and the award-winning alumni magazine Arch ([www.alumni.bond.edu.au](http://www.alumni.bond.edu.au)).

Bond University's alumni advance the University's global reputation by supporting new and past students, contributing to events and initiatives, and engaging with their local and international communities.

### Count of the Top 20 Alumni programs

- |   |   |
|---|---|
| 1. Bachelor of Laws                               | 12. Master of Construction Practice                   |
| 2. Bachelor of Commerce                           | 13. Bachelor of Information Technology                |
| 3. Master of Business Administration              | 14. Master of Business Administration (Mybondmba.Com) |
| 4. Juris Doctor                                   | 15. Doctor of Physiotherapy                           |
| 5. Bachelor of Business                           | 16. Bachelor of Social Science (Psychology)           |
| 6. Bond University - BBT Global Leadership MBA    | 17. Postgraduate Diploma of Psychology                |
| 7. Bachelor of Arts                               | 18. Bachelor of Medicine, Bachelor of Surgery         |
| 8. Bachelor of Communication (Business)           | 19. Bachelor of Communication                         |
| 9. Master of Construction Practice (Professional) | 20. Doctor of Medicine                                |
| 10. Bachelor of Biomedical Science                |   |
| 11. Bachelor of Film And Television               |   |





## **The Office of Engagement Vision**

As Director, Alumni Relations, you will sit on the Office of Engagement Executive which includes the Vice President Engagement, Director - Engagement and Development, Director- Industry Engagement, Director - Media and Public Relations, Director - Sport, Head of Engagement Services, plus a wider team of circa 40 staff.

As well as Alumni Relations, the current activities undertaken by the Office include:

### **Philanthropy and Campaigns**

The University has an annual target to generate new donations to support a range of initiatives. The aim is to build the fundraising efforts across the University, which is timely as the institution enters its 35th year.

### **Community Engagement**

The University is actively engaged in developing important relationships and partnerships with corporates, industry, sports and arts organisations and the education sector both nationally and internationally.

These endeavours enhance the learning opportunities for students; such as creating research partnerships, internships, scholarships and graduate placements with a number of the world's leading organisations.

Through this office Bond also significantly supports indigenous students and their communities through scholarships, mentoring and fundraising.

Bond Sport manages sports across a range of participation levels, from highly competitive and high-performance disciplines to inter-university sport, university clubs sport and recreational activities.

Bond Sport ensures active participation for students, enable pathways for elite athletes, support and encourage the recruitment of future students, engage and steward sponsors, donors and partners, and to further the opportunities for Edusport.

### **Industry Engagement**

Industry Engagement underpins the University's strategy activities and its relationships with industry partners and key stakeholders, internal and external.

This includes programs to deliver against the University's industry partnership strategic objectives and ensure high levels of return on investment.

### **News and Communications**

The Newsroom at Bond is the official link between the University and the media. The Newsroom promotes our stories from research, to reporting on sporting events, corporate developments and most importantly highlighting our students' successes.

The University is developing a strategic and proactive approach to communicate with all of its stakeholders.

This communication work, along with the Newsroom, will play a significant role in assisting our future fundraising efforts.



### **About the Position:**

The Director, Alumni Relations plays a pivotal and influential leadership role within the Office of Engagement and the successful candidate will demonstrate a high level of responsibility and authority. This position is charged with spearheading, and executing the Alumni Relations Strategy for the University, while simultaneously nurturing and expanding the University's ever-expanding, global alumni community. This strategic focus is designed to cultivate and sustain a mutually advantageous, lifelong bond between alumni and the University, underlining the significance of the role.

Leveraging insights derived from alumni engagement, the Director strategically defines and prioritizes a lifelong journey of engagement that not only fosters a philanthropic culture but also pioneers novel and impactful experiences aimed at augmenting alumni connections and propelling a positive transformation in alumni engagement levels. A core expectation associated with this position is to bolster the University's financial stability, diversifying income streams by securing donations from alumni.

### **About the Person:**

The successful candidate should be an experienced Alumni Relations and Development or stakeholder engagement professional who can deliver tangible results in this diverse role. They must have strong leadership, interpersonal and relationship building skills, along with the ability to lead a small team. Prior experience in successful development and fundraising activities, is essential. Personal values such as integrity, compassion, empathy and a collaborative nature are what are required to succeed in this role.

With a national and international focus, the Director will have the capacity to think strategically to ensure alignment with the overall strategic objectives of the University.

### **Position title**

Director, Alumni Relations

### **Classification level**

Executive

### **Term**

Full-time, fixed-term appointment (5 years)

### **Office**

Office of Engagement

### **Reporting relationship**

This position reports to the Vice President Engagement.

### **Purpose of the position**

The position is charged with executing the Alumni Relations Strategy for the University, while simultaneously nurturing and expanding the University's ever-expanding, global alumni community.

## Competencies and responsibilities

### Alumni Strategy

- Lead a visionary, high-level strategic alumni relations plan for Bond University, aligning it with the institution's long-term goals and mission.
- Assume the pivotal role of being the alumni relations champion, embedding the overarching alumni engagement strategy into all aspects of University life by leveraging digital platforms and internationalisation opportunities.
- Oversee the development of compelling content and impactful messaging tailored to diverse audiences, ensuring alignment with regional and global perspectives.
- Cultivate a distinctive, targeted, and engaged alumni community with a reputation that mirrors Bond's premium positioning.

### Alumni Engagement

- Develop, implement, and optimize strategic multi-channel campaigns designed to elevate alumni engagement across target segments.
- Enhance the alumni website, digital communications, and social media strategy to boost alumni engagement ensuring relevance in diverse international contexts.

### Fundraising and Development

- Develop and lead a range of alumni-focused fundraising appeals and initiatives, identifying key alumni prospects for senior management.
- Collaborate closely with the Development and Fundraising team on a variety of University fundraising campaigns, appeals and initiatives using digital fundraising strategies to maximise global reach.
- Collaborate with the Industry Engagement team to engage and develop critical relationships and partners to support students.

### Alumni Ambassador Strategy

- Develop and implement an alumni ambassador plan, ensuring that messaging, touch points, and experiences consistently deliver to targeted audiences, such as Alumni Advisory Board members, alumni leaders, and key alumni prospects.
- Inspire alumni to actively volunteer in the life of the University, developing and executing programs that effectively manage alumni volunteers.
- Collaborate with the Office of Future Students to recruit new students through direct efforts with Alumni.

### Merchandise

- Lead the strategy and operation of University merchandise.
- Develop a compelling range of on brand apparel and merchandise to meet the needs of the on-campus and online Bond community and the diverse preferences of our international community.
- Ensure the delivery of a superior customer retail experience, optimizing business processes and leading a team of professional staff to meet KPIs and objectives outlined in the overarching strategy.

## Selection Criteria

- An undergraduate qualification and extensive and distinguished experience in stakeholder, and in particular alumni relations, engagement.
- Ability to personally engage and deliver outcomes from individuals and organisations.
- Demonstratable experience in successful development and fundraising activity, with the ability to lead and implement effective strategies that drive financial contributions and a stakeholder pipeline.
- Experience in ideation and execution of innovative concepts.
- Demonstrate strong leadership skills, including experience leading and motivating teams and peers.
- Demonstrate a track record of efficiently managing multiple and often competing demands while consistently meeting challenging deadlines without compromising the quality of customer service standards.
- Extensive experience in developing and implementing a fully-integrated communications strategy, (on and offline) including brand management, content management, and performance-led communication campaigns that deliver measurable business outcomes.
- Highly motivated, with the ability to adapt to, and to be a catalyst for change, and to embed a customer-centric and high-performance culture across the team.



### Further information:

For a confidential discussion about the role, please contact Mr Duane Kelaart, Head of Engagement Services on [dkelaart@bond.edu.au](mailto:dkelaart@bond.edu.au) or +61 7 5595 1321.

### How to apply for this position:

Please go to <https://www.bond.edu.au/jobs-at-bond>. Applications will be submitted online via the Careers at Bond University candidate portal. Please follow the 'How to apply' instructions provided. All candidates will be required to register prior to submitting an application.

**Applications close 5pm, Monday 12 February 2024**

Note: Shortlisted candidates will be contacted for interview after the closing date. Interviews are proposed to be held after the week commencing 19 February, 2024.

Bond University is an equal opportunity employer.

### Organisational chart

