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| Job Description |  |

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| **Job Title:** | Head of Development & Alumni  |
| **School/Service:** | Marketing, External Relations |
| **Grade:** | J |
| **Number of Hours** | 1.0 FTE |
| **Responsible to:** | Director of Marketing  |
| **Responsible for:** | Alumni Marketing Manager (who line manages Alumni Assistant) and Data Infrastructure Manager |
| **Reference Number:** | TBC |

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| **Job Purpose:**This is both an exciting new role at UCLan and an inaugural post as this person will lead on the future strategic direction of fundraising and alumni engagement.The Head of Development and Alumni is responsible for the generation of income for key University initiatives that reflect the main strategic objectives of the institution. This will include identifying, developing and managing a portfolio of prospects, including individuals; trusts and foundations; and other statutory funding bodies with the key aim of raising philanthropic income, legacy pledges and sponsorship. In addition, this role will be responsible for leading their team in further developing and enhancing the University’s alumni engagement programme, ensuring, at all times, work aligns to the University brand and strategy. The role will also involve working closely with colleagues from across the University as well as within the External Relations service to ensure that key projects have been fully developed and are ready for the fundraising market. In particular this role will engage with the Vice-Chancellor and the Vice-Chancellor’s Group as required to develop cultivation plans and shape the ask for philanthropic support that involve these key individuals.Due to the emphasis on developing external support for the University, the role holder may be required to work out with normal office hours and undertake some travel on behalf of the University, both in the UK and internationally. |
| **Main Duties and Responsibilities:**The role holder will undertake a range of activities commensurate with the grading and responsibility of the post, which includes the following:1. Working closely with the Director of Marketing the role holder will set and deliver the strategy for alumni relations activities and all aspects of the University’s philanthropic fundraising programme (including but not limited to, major gift, regular giving and legacies).
2. Responsible for the management of a portfolio of major donor prospects.
3. Lead the Alumni & Development Team, providing clear direction and targets, ensuring that colleagues are aware of their own responsibilities in delivering fundraising and engagement priorities.
4. Working with the Chief Marketing Officer and Director of Marketing lead the development of the University’s fundraising priorities, including the creation of a portfolio of current and future fundraising priorities. This includes ensuring that all priorities are appropriately governed whilst obtaining support from key stakeholders, and producing high quality proposals for consideration by potential supporters.
5. Effectively communicate the University’s philanthropic themes and speak with authority and credibility with senior colleagues, and high level prospective and current donors, as well as the ability to write compelling and persuasive copy.
6. The role holder will be required to (where necessary) manage the application process to funders, whilst understanding individual funding body guidelines and ensuring that these are adhered to as well as managing successful applications, and reporting processes - such as progress reports, financial reports and payment request schedules.
7. Identify and develop sponsorship opportunities – advising academic staff and/or project champions on possible sources of sponsorship and producing high quality proposals for consideration by potential partners. In doing so, the role holder will manage the outcomes of any successful bids, ensuring that sponsorship income is administered according to UK income tax legislation and that benefits incorporated into the sponsorship agreement are adhered to.
8. Demonstrate a full understanding of the University’s responsibilities to its donors and ensure that the creation of policies on gift acceptance and management of benefactions are in place. Ensure that continual due diligence and ethical fundraising standards are in place.
9. Develop and implement robust strategies and procedures for the identification, cultivation, solicitation and stewardship of prospective donors at UCLan. The role holder will be expected to undertake their own research and provide detailed information on fundraising projects to allow for prospect identification.
10. Lead the University’s alumni engagement programme that reaches the University’s global alumni base and involve them in the delivery of UCLan’s Strategic Plan as appropriate.
11. Ensure that alumni are an integral component in supporting student recruitment and student engagement through a robust programme of alumni volunteering.
12. Manage and monitor development and alumni budgets to ensure maximum efficiency and value for money against the delivery of key objectives.
13. Represent External Relations and the wider University at events out with the University and work closely with the Director of Marketing and Head of External Engagement to make recommendations about relevant memberships and partnerships that should be developed with external organisations.
14. Undertake necessary training to keep up-to-date with developments in fundraising, stakeholder management, data protection, regulatory bodies, and freedom of information.
15. Support the work of the wider service by undertaking other duties as specified by the Director of Marketing.
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| Person Specification |  |
| **Job Title:** | Head of Development & Alumni |
| **Department:** | Marketing, External Relations |
| **Grade:** | J |

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| **Attributes** | **Essential** | **Desirable** | **Measured By** |
| Work Experience | Significant experience of working with major donors and a proven track record of achieving significant fundraising targets. Experience of leading and motivating a team. The ability to delegate, agree clear objectives, and ensure agreed tasks are carried out.Experience of strategic development and supporter engagement activities at a senior level. Demonstratable experience in resolving complex problems and able to negotiate and influence at senior management level.Experience of identifying and developing compelling fundraising propositions for a range of audiences such as major donors, corporate and trusts and foundations.Experience of establishing mutually beneficial partnerships whist working with a wide range of stakeholders at all levels in a large and complex organisation.Experience of undertaking research in the identification of prospective donors and supporters.Experience of budgetary planning and financial management. | Sector experience in a UniversityAwareness of the issues relating to Higher Education generally and politically and how this will affect philanthropy and engagement with alumniExperience of using a dedicated alumni and fundraising CRMDirect experience of working with alumni | Application form/Interview |
| Education/ Qualifications |  | A postgraduate qualification in fundraising, marketing or PR.Commitment to continued professional development. | Application form/Interview |
| Skills/Abilities | Excellent understanding of charitable giving legislation in the UK.A commitment to fundraising excellence and the ability to promote UCLan’s vision and values to a broad range of stakeholders.Excellent verbal, writing and presentation skills and the ability to manage competing priorities and deadlines.Excellent interpersonal skills, including the ability to interact and influence a broad range of stakeholders, both internally and externally.Proven knowledge in high value fundraising techniques.Ability to develop and implement strategy.Good knowledge of relevant compliance standards such as fundraising regulation and data protection. | An understanding of international charitable giving.Excellent IT skills, including Microsoft Outlook, Word, Excel and PowerPoint and ability to demonstrate research skills.  | Application form/Interview |
| Personal Attributes | Exceptional interpersonal and communication skills. You must be able to build effective relationships with internal and external contacts at all levels with a high degree of credibility and integrity.Drive, energy and enthusiasm and the ability to motivate others.Excellent relationship building skills – operating at a senior level with a wide range of people.A team player who is willing to contribute to the demands of a developing fundraising strategy, whilst continuing to lead an established alumni programme. Ability to work collaboratively and independently as required with a pro-active approach. | Ability to remain calm under pressure and use own initiative. | Application form/Interview |

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| **Reference Number:** | TBC |
| **Date:** | November 2020 |