

**College of Arts, Humanities and Social Science**

**School of Law**

**1. Job Details**

***Job title:*** External Engagement & Philanthropy Manager

***Line manager:*** Head of Communications & Engagement

Full-time.

Fixed term for three years in the first instance

**2. Job Purpose**

The External Engagement & Philanthropy Manager will play an important role in raising significant philanthropic income and engaging alumni and external stakeholders to help advance Edinburgh Law School’s strategic priorities. Working in conjunction with the Edinburgh Law School Advancement Committee and its external Advisory Board, the post holder will build strong relationships with alumni, legal professionals, and other stakeholders and organisations to implement and enhance activities to increase the School’s donor pipeline, seek new opportunities for support, and engage its alumni and stakeholders in the life of the School.

The post holder will also be responsible for developing an annual calendar of advancement and alumni engagement activities and events, and operationalising the ‘Programme for the Future of the Study of Law and the Legal Profession,’ which acts as an umbrella for major engagements between the School and the local, national and global legal profession and other professional communities in which graduates of Edinburgh Law School are prominent.

This post will suit a confident, engaging and enthusiastic fundraiser motivated by the impact of philanthropy. You will have demonstrable experience of working with donors to secure large gifts and you will recognise the personal and creative approach required to be successful.

With a successful background in external engagement, communications, fundraising and/or business development, you will be a pro-active and highly motivated individual with excellent networking and influencing skills and a persuasive and inspiring work style. Confidence, sound judgment and excellent inter-personal communication, and the ability to work collaboratively and individually are all essential for this role.

**3. Main Responsibilities** (Approx. % of time)

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| 1. Work with Advancement Committee and its external Advisory Board to drive income generation and achieve ambitious growth in financial support and philanthropic income. This will include: preparing and implementing donor specific strategies for cultivation, solicitation, and stewardship; overseeing the operationalisation the ‘Programme for the Future of the Study of Law and the Legal Profession’; managing a portfolio of prospective major donors; and working with the University of Edinburgh’s Development & Alumni Department (D&A) to design and implement regular alumni and philanthropic giving campaigns with a view to securing support to agreed annual targets.
 | 30% |
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| 1. Work with the Advancement Committee and its external Advisory Board to increase alumni, external stakeholder, and donor engagement. This will include setting and overseeing a calendar of advancement and alumni engagement activities and events throughout the year, as well as engaging and supporting key volunteers to contribute time and expertise in support of the advancement strategy. This may involve UK and international travel.
 | 30% |
| 1. Contribute to the ongoing development of advancement at Edinburgh Law School. This will include: developing ‘Case for Support’ documents for key projects through a clear understanding of strategic priorities, research and education programmes; scoping out opportunities for other Law School campaigns including options for regular giving; working with internal colleagues to develop, manage and optimise the capture and use of alumni and stakeholder contact and engagement data and maintain GDPR compliance.
2. Play a key role in setting standards to develop a culture of philanthropy within the Law School, whilst adhering to legislation, regulation, and best practice including University policies and processes relating to the acceptance of philanthropic funds.
3. To act and line manager for at least one further external engagement focused post, and take responsibility for target setting, development and review.
 | 15%10%10% |
| 1. Other duties as directed by your line manager or Director of Professional Services.
 | 5% |

**Key contacts / Relationships**

* Co-Chairs of the Advancement Committee
* Edinburgh Law School Advancement Committee and Advisory Board
* Director of External Relations
* Head of School
* Director of Professional Services
* Director of Student Experience
* Director of Research
* Director of Clinical Legal Education
* Director of the Edinburgh Foundation for Women in Law
* Key Professional Services Teams in the Law School: Communications & Engagement; Research, Knowledge Exchange and Impact; Undergraduate, Postgraduate and Diploma teaching offices; Resources and Estates; IT
* Head of Philanthropy, College of Arts, Humanities and Social Sciences
* Philanthropy Manager, College of Arts, Humanities and Social Sciences
* Head of Alumni Advancement, Schools and Colleges
* University of Edinburgh Development & Alumni Department

University of Edinburgh Communications and Marketing Department

* University of Edinburgh Careers Service
* Alumni, donors and stakeholders
* Students

**Planning & Organising**

* Managing and progressing a portfolio of prospects, consisting initially of senior legal professionals, corporate executives and engaged alumni to secure major gifts and regular smaller giving for the Law School.
* Oversee a comprehensive and robust programme of donor cultivation and stewardship, including overseeing the operationalisation of the ‘Programme for the Future of the Study of Law and the Legal Profession’.
* Planning, organising and managing an annual programme of activities and events to engage alumni, donors, and external stakeholders, both in Edinburgh and locations around the world where our alumni and stakeholders are present.
* Plan own workload and oversee the planning of work of at least one direct report over the year.
* Strong results focussed approach and track record of consistently delivering positive outcomes.
* Plan a comprehensive timetable of meetings and negotiations with a wide variety of contacts within and out with the university.

**Problem Solving**

* Influence and support the development of the School’s advancement strategy
* Understanding how the work of other areas of the University (e.g., the Careers Service, Widening Access, Scholarships, Development & Alumni) can contribute to the success of the School’s advancement and external engagement activities.
* Ability to be an effective networker who utilises key relationships to achieve goals.
* Dealing on a daily basis with conflicting demands and priorities on an independent basis.
* Exercising professional judgement and expertise in resolving complex negotiations to ensure projects move forward.

**Decision Making**

* Integral in consolidating the reputation of the Law School with the local, national and global legal profession and other professional communities in which graduates of Edinburgh Law School are prominent.
* Responsible for day-to-day decision-making in regards to external relations and philanthropic plans, consulting where appropriate with line manager and the Advancement Committee.
* Provide specialist and professional advice and recommendations to the Advancement Committee and School leadership independently on external relations and philanthropic activities to support informed and strategic decision-making.

**Knowledge Skills and Experience**

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| **Attribute** | **Essential** | **Desirable** |
| **Education, Qualifications & Training** | * Significant relevant experience of fundraising, communications, and/or external engagement.
 | * Professional memberships and/or qualifications.
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| **Knowledge & Experience** | * Demonstrated success in managing high-net worth individuals.
* Evidence of securing large donations through own endeavours.
* Evidence of organising high profile events.
* Excellent strategic thinking and planning skills.
* Exemplary written and oral communication skills.
* Ability to work successfully and at ease with colleagues and donors from a wide range of international backgrounds and cultures.
* A skilled project manager with the ability to manage multiple projects and/or events simultaneously.
* Strong negotiation and influencing skills appropriate to working with senior decision makers.
* Good understanding of corporate marketing, public relations strategies and their interface with corporate giving/sponsorship.
* High level organisational and planning skills.
* Knowledge, experience and skills in IT, including MS Office applications and fundraising/CRM databases.
* Strong digital skills with experience in website editing and using multiple social media platforms.
* High level of competency in creating and producing reports.
* Knowledge of a wide range of fundraising techniques.
* Understanding of data protection principles and charity legislation and the ability to handle confidential information with discretion.
 | * Experience of working in a university fundraising team and an understanding of the HE environment.
* Experience of working with international prospects and donors.
* Experience of setting up and developing an advancement team.
* Knowledge of the legal sector.
* Knowledge of how to use web based analytical tools to monitor page usage.
* Experience in the use of Adobe Creative Suite.
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**Dimensions**

* Line-management responsibility for at least one colleague.
* This is a new post brought in to support the Law School’s external engagement and advancement strategy.
* This post will sit within the newly established Communications & Engagement team at Edinburgh Law School.
* The post will report into the Head of Communications and Engagement and will also have a dotted line to the University’s Development & Alumni (D&A) Department. It is envisaged that the post-holder will spend up to one day a week with the central Development & Alumni team. This will ensure representation of the Law School’s interests in broader D&A activities, and will allow the post-holder to build relationships with other fundraising professionals and gain further expertise across all areas of the advancement function, including processes relating to the acceptance and management of philanthropic gifts.
* This post is fixed term for three years in the first instance, however there is a potential for the post to be extended or made open-ended following a review process.

**Additional Information**

The post-holder will be based in Old College, South Bridge.

If you require this document in an alternative format please contact HR by email at HRHelpline@ed.ac.uk or by telephone on 0131 651 5151.