

JOB DESCRIPTION

Job Title:	Senior Fundraising Manager	Grade:	SG8
Department:	Alumni and Fundraising, part of Marketing and External Relations Directorate	Date of Job Evaluation:	August 2023
Role reports to:	Head of Alumni and Fundraising	SOC Code	
Direct Reports	Supporter Engagement Officer		

This role profile is non-contractual and provided for guidance. It will be updated and amended from time to time in accordance with the changing needs of the University and the requirements of the job.

PURPOSE OF ROLE:

To establish and develop relationships with individuals, trusts, foundations, and businesses which lead to philanthropic income generation.

KEY ACCOUNTABILITIES:

Team Specific:

- Support the development and implementation of strategic business and operational plans to support the University of Greenwich in delivering *Education without Boundaries*.
- Work closely with academic departments, schools, and research centres to identify fundraising priorities and opportunities.
- Meet agreed annual financial targets to contribute to the overall target and ambition to achieve incremental growth in fundraising.
- Support the Head of Alumni and Fundraising and other senior colleagues in the preparation of proposal materials for significant and transformational gifts.
- Collaborate with the wider team to plan and execute fundraising events and campaigns.
- Work with colleagues, specifically the Prospect Research Assistant to build, maintain and continually seek to expand a robust pipeline of prospects making sure that all progress is tracked, monitored and reviewed on a routine basis.
- Manage, develop and motivate the Supporter Engagement Officer to prepare donor proposals, donor stewardship and the planning and execution of events related to the cultivation, solicitation and stewardship of donors.
- Participate and support internal and external fundraising steering groups, boards or similar entities.
- Oversee the maintenance of accurate information regarding all communication with existing and potential donors, funding submissions and other stewardship activities.

- Deputise for the Head of Alumni and Fundraising as appropriate.
- Ensure that all fundraising activity is conducted in an ethical manner, that it abides by the University's Gift Acceptance Policy and adheres to best practices as outlined by the Fundraising Regulator, and that due diligence protocols are followed.

Generic:

- Must be willing to embrace the shared values of the University (Inclusive, collaborative and impactful).
- To be available to work flexibly, to attend and work at events and performances to cultivate potential donors and to steward existing supporters, as required.
- To work collaboratively across Alumni and Fundraising to improve performance, impact and communication across the team.
- Comply with all legal and institutional requirements for data security.

Managing Self:

- Actively seek awareness of own world view, positive attitudes towards cultural differences, and knowledge of different cultural practices to inform cross-cultural working, communication and problem-solving.
- Exercise discretion, initiative and prioritise their own, without the need for supervision.
- Take responsibility for own development and learning within the role and with the support of their line manager.
- Be willing to adopt new ways of working and embrace change.
- Must keep current with the latest sector news and trends via membership of appropriate networks or professional organisations.

Core Requirements:

- Adhere to and promote the University's policies on Equality, Diversity and Inclusion and Information Security;
- Ensure compliance with Health & Safety and Data Protection Legislation;
- Support and promote the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource-efficient way, recognising the shared responsibility of minimising the university's negative environmental impacts wherever possible.
- Adhere to current legal requirements and best practices relating to digital content and accessibility, including Web Content Accessibility Guidelines when creating digital content.

Additional Requirements:

Undertake any other duties as requested by the line manager or appropriate senior manager, commensurate with the grade.

This is a professional, demanding role within a complex organisation with an ambitious strategic plan and agenda for change. The role holder will be expected to show flexibility in working arrangements, including working hours, to ensure that Alumni and Fundraising (and the wider Marketing and External Relations Directorate) deliver the required level of service.

KEY PERFORMANCE INDICATORS:

Agreed financial targets and relationship metrics including meeting targets.

KEY RELATIONSHIPS (Internal & External):

Internal: Directorate Senior Leadership Team, Greenwich Students' Union, a range of academic colleagues (project specific), Student and Academic Services Team, Employability and Apprenticeships team.

External: Individual and business donor prospects; High Net Worth Individuals (HNWIs) including alumni, ex-staff members, parents of current students, etc.; other external University supporters and partners.

PERSON SPECIFICATION	
Essential	Desirable
<p>Experience</p> <ul style="list-style-type: none"> • Significant fundraising experience. • Experience of working within a results-orientated environment, with a record of achieving personal KPIs and targets. <p>Skills</p> <ul style="list-style-type: none"> • An understanding of, and commitment to, the case for support for universities. • A proven track record of securing income at the five and six figure level. • An excellent communicator, including listening, speaking and written skills to engage with a variety of audiences. • Skilled at using a fundraising or other type of relational database for both inputting and analysis of data. • Strategic thinker with an ability to identify new opportunities for developing the fundraising programme. • Able to prioritise, manage and deliver multiple projects working to deadlines. <p>Qualifications</p> <ul style="list-style-type: none"> • Undergraduate degree or equivalent, relevant experience. <p>Personal attributes</p> <ul style="list-style-type: none"> • We are looking for people who can help us deliver the values of the University of Greenwich: Inclusive, Collaborative and Impactful • A proven ability to deal with a varied and complex workload, prioritising a variety of tasks while working under pressure and to strict deadlines. You will have the ability to work independently and as a committed team member. 	<p>Experience</p> <ul style="list-style-type: none"> • Membership of a relevant professional body, such as the Institute of Fundraising. • Experience of delivering on Equality, Diversity and Inclusivity initiatives. • Experience of working with a data-led prospect management system. • Experience of trustee engagement. <p>Skills</p> <ul style="list-style-type: none"> • Cognisant of the challenges and strategic issues facing higher education • Skilled at using Blackbaud's Raiser's Edge database for both inputting and analysis of data. <p>Qualifications</p> <ul style="list-style-type: none"> • Postgraduate qualification in fundraising, marketing or communications. <p>Personal attributes</p> <ul style="list-style-type: none"> • N/A