

JOB DESCRIPTION

Job Title: Head of Alumni & Fundraising

Grade: SG9

Department: Alumni and Fundraising, Marketing and External Relations

Responsible to: Associate Director, External Engagement

Responsible for: Deputy Head, Alumni Engagement, Database and Gifts Manager, Fundraising Manager and the Supporter Relations Manager

Key Contacts: Marketing and External Relations Senior Leadership Team, Strategic Partnerships, Employability and Apprenticeships, Greenwich Research and Innovations, Faculty Leaderships Teams.

Standard Occupational Classification (SoC code): TBC

Non-Contractual Nature of Role Profile: 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

The post is one of the most senior positions in Alumni and Fundraising, supporting its strategic plan which serves two distinct purposes: firstly, to nurture a vibrant and engaged global alumni community that supports the institutional vision and mission; and secondly, to develop impactful fundraising initiatives that provide crucial additional resources for the University's strategic priorities.

The role will require close liaison with faculties and directorates, combining office-based activity with a broad range of prospect and donor meetings to meet ambitious goals and targets.

They will take responsibility for the development of our emerging major gifts programme, including legacy donations, and support the Associate Director, Alumni and Fundraising, and the internal steering group to develop and implement a strategic fundraising plan commensurate with the University's strategy.

KEY ACCOUNTABILITIES

Team Specific:

- Personally manage a portfolio of 75-100 prospective major gift donors, cultivating relationships and securing 5-6 figure gifts.
- Lead and manage a team of eight, including four direct reports, within the Alumni and Fundraising team.
- Deputise for the Associate Director, External Engagement as appropriate.

- Monitor team and individual fundraising KPIs for activity and income generation, while developing comprehensive fundraising strategies and cases for support for specific projects.
- Work collaboratively with senior faculty and professional services colleagues to identify and develop new philanthropic funding opportunities aligned with the institutional Case for Support.
- Provide strategic leadership and oversight for the development and implementation of the University's emerging regular giving program, including annual fund appeals, monthly giving schemes, and giving days.
- Direct the Deputy Head of Alumni Engagement to maximise alumni engagement in support of the University's fundraising objectives.
- Oversee the planning and implementation of emerging philanthropic income streams, including corporate partnerships (in collaboration with the Head of UK Partnerships), trusts and foundations (liaising with Greenwich Research and Innovation where appropriate), and legacy giving.
- Ensure regular giving initiatives align with and complement major gift strategies, creating a comprehensive donor pipeline that supports long-term fundraising sustainability.
- Work with the Database and Gifts Manager to ensure all fundraising operations comply with charity law, University regulations, ethical gift acceptance procedures and data protection legislation.
- Enhance prospect management systems, including target-setting and financial reporting procedures to optimise the use of Raiser's Edge for fundraising services.
- Support and guide the Supporter Relations Manager in developing major gift stewardship activities, including the Honorary Graduate Programme, annual Vice-Chancellor's Dinner and digital supporter publications.

Generic:

- To act as a subject matter expert for the university's commitment to alumni and fundraising.
- Provide strong leadership and direction to a high-performing and values-led team.
- Act as a leader and demonstrate the University's shared values (Inclusive, Collaborative, impactful).
- Excellent at identifying and connecting with viewpoints and experiences outside of the conventional majority.
- Must be competent and comfortable when explaining to senior stakeholders why a particular approach has been used which is evidence-based and easily understood.

Managing Self:

- Manage work effectively and deliver under pressure.
- Work to deadlines and project schedules.

- Collaborate with other staff effectively to maximise the Directorate and University performance and outputs.
- Maintain strong communication channels with senior colleagues across the university within a large and complex organisation.
- Conduct research and identify new sources of information to influence others.
- Have a proactive and can-do approach.
- Manage own time and daily work tasks.
- Work independently and as part of a team.

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 practice 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 delivers the required level of service.

KEY PERFORMANCE INDICATORS:

- Meeting the KPIs of the Alumni and Fundraising Strategic Plan which includes a combination of ambitious fundraising and alumni engagement metrics.

KEY RELATIONSHIPS (Internal & External):

- Executive Director of Marketing and External Relations and the Senior Leadership Team
- Chief Operating Officer (as Chair of the Internal Fundraising Steering Group)
- Senior faculty colleagues and senior professional services colleagues including Finance, Employability, Student and Academic Services and Research and Innovation
- Senior volunteers, donors and prospective supporters

PERSON SPECIFICATION

EXPERIENCE:

Essential Criteria

- Substantial fundraising experience at a senior level.
- Proven track record of working in a results-oriented environment, consistently achieving personal KPIs and targets.
- Demonstrated expertise with data-led prospect management systems.
- Successful track record in bid writing and proposal development.
- Experience in designing, implementing, or overseeing successful regular giving programmes that effectively convert one-time donors into recurring supporters.

Desirable Criteria

- Active membership of relevant professional bodies, such as the Chartered Institute of Fundraising.
- Experience in trustee and board-level engagement.

SKILLS:

Essential Criteria

- Deep understanding of, and commitment to, the case for philanthropic support in higher education.
- Proven ability to secure gifts at five and six-figure levels.
- Outstanding communication skills, with the ability to engage effectively with diverse audiences through verbal and written means.
- Proficient in using fundraising databases for data input, analysis and relationship management.
- Strategic mindset with demonstrable ability to identify and develop new fundraising opportunities.
- Excellence in managing multiple projects and priorities while meeting deadlines.
- Demonstrated understanding of donor acquisition strategies, retention tactics, and upgrade pathways within regular giving programmes.

Desirable Criteria

- Strong understanding of current challenges and strategic issues in the higher education sector.
- Expertise in using Blackbaud's Raiser's Edge database.

QUALIFICATIONS:**Essential Criteria**

- N/A

Desirable Criteria

- Relevant qualification in fundraising, marketing, communications or related field.

PERSONAL ATTRIBUTES:**Essential Criteria**

- We are looking for people who can help us deliver the [values](#) of the University of Greenwich: Inclusive, Collaborative and Impactful.

Desirable Criteria

- We are looking for people who can help us deliver the [values](#) of the University of Greenwich: Inclusive, Collaborative and Impactful.
- Demonstrates entrepreneurial spirit and creative thinking in identifying and developing new fundraising opportunities.