

## JOB DESCRIPTION

**Job Title:** Fundraising Manager

**Grade:** 7

**Department:** Alumni and Fundraising

**Responsible to:** Head, Alumni and Fundraising

**Responsible for:** N/A

**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

This role focuses on building and strengthening relationships with individuals, trusts, foundations and businesses to generate philanthropic income in support of the university's priorities. You will manage and develop a portfolio of prospective donors, cultivating meaningful engagement and securing support that enables our students and the university to thrive. Working collaboratively across faculty and professional services, you will help grow a sustainable culture of giving at the University of Greenwich.

### KEY ACCOUNTABILITIES

#### Major Gift Solicitation & Portfolio Management

- Manage and grow a portfolio of prospective major donors, with a focus on securing gifts at the five- and six-figure level.
- Plan and execute tailored cultivation strategies, progressing prospects through the full solicitation cycle, from qualification and first meeting, through cultivation, solicitation, and long-term stewardship.
- Personally solicit major gifts through individual meetings, both independently and in partnership with senior leadership, academics, or volunteers.
- Develop compelling donor engagement opportunities, including personalised meetings and events, to deepen understanding of donor interests and align them with university's priorities.
- Support the Head of Alumni and Fundraising and other senior colleagues in the preparation of proposal materials for significant and transformational gifts.
- Work with colleagues, specifically related to prospect research, 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.

## **Campaign & Priority Leadership**

- Act as a key liaison for key fundraising campaigns priorities, working alongside the Head of Alumni and Fundraising to ensure alignment between donor interests and institutional needs.
- Create meaningful connections between donors and campaign initiatives, supporting long-term philanthropic relationships with the university.

## **Relationship Building & Internal Collaboration**

- Build strong and effective relationships across academic teams and professional services to strengthen the culture of philanthropy and support coordinated fundraising efforts.
- Work closely with academic departments, schools, and research centres to identify fundraising priorities and opportunities.
- Grow a personal network of influential external contacts who can advise, champion, or open doors to new donor prospects.
- Prepare clear, insightful briefing materials for leadership and academics ahead of donor meetings to support effective engagement.
- Support internal and external fundraising steering groups, boards or similar entities.

## **Donor Experience**

- Work with colleagues to develop individualised stewardship and engagement plans that support renewed and increased giving at the five- and six-figure level.
- Based on donor insights, design thoughtful stewardship approaches that communicate impact clearly and enhance donors' long-term experience and connection with the University.

## **Data Management & Compliance**

- Record all significant donor interactions in the CRM in a timely and accurate manner to support effective prospect management and reporting.
- Champion and adhere to institutional policies on gift acceptance, donor due diligence, and ethical fundraising practices, ensuring compliance with the Code of Fundraising Practice and the CASE Statement of Ethics.

- Ensure all activity complies with relevant data protection legislation and internal data governance standards.

**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 Strategic Partnerships 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 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 deliver the required level of service.

**Freedom of speech and academic freedom:**

In any matter falling under this policy, the university will have particular regard to, and place significant weight on, the importance of freedom of speech within the law, academic freedom and tolerance for controversial views in an educational context or environment. The University's commitments to freedom of speech and academic freedom are set out in the [Freedom of Speech Code of Practice](#). In the event of any conflict between this policy and the Freedom of Speech Code of Practice, the Freedom of Speech Code of Practice will take precedence.

**KEY PERFORMANCE INDICATORS:**

- Demonstrable support in meeting financial targets, relationship metrics including meeting targets and lead generation.

**KEY RELATIONSHIPS (Internal & External):**

- Internal: Marketing and External Relations Directorate, 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 including alumni, ex-staff members, parents of current students, etc.; other external University supporters and partners.

## PERSON SPECIFICATION

### EXPERIENCE:

#### Essential Criteria

- Proven fundraising experience in a philanthropic, charitable, or non-profit context.
- Experience of working within a results-orientated environment, with a record of achieving personal KPIs and targets.

#### Desirable Criteria

- 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.

### SKILLS:

#### Essential Criteria

- 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.

#### Desirable Criteria

- 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.

### QUALIFICATIONS:

**Essential Criteria**

- N/A

**Desirable Criteria**

- Undergraduate degree or equivalent, relevant experience.

**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**

- Enthusiasm for fundraising and the higher education sector.