

JOB DESCRIPTION

Job Title: Senior Fundraising Manager

Grade: SG8

Department: Alumni and Fundraising

Responsible to: Head of Alumni and Fundraising

Responsible for: N/A

Key Contacts:

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 University of Greenwich is launching a major capital campaign to establish a new home for its Business School — a flagship project that will redefine the student experience and strengthen the University's position as a leader in business education. This senior role has been created to play a central part in securing the philanthropic support needed to realise that ambition.

As Senior Fundraising Manager, you will play a pivotal role in shaping and executing the fundraising strategy that underpins this campaign. You will lead on building and deepening relationships with high-net-worth individuals, trusts, foundations, and corporate partners to secure significant philanthropic income in support of the University's strategic priorities.

You will manage and develop a portfolio of major gift prospects, personally soliciting gifts at the six- and seven-figure level while providing strategic direction and mentoring to colleagues within the fundraising team. Working in close partnership with senior leadership, academic colleagues, and professional services, you will help embed a sustainable and ambitious culture of philanthropy at the University of Greenwich.

KEY ACCOUNTABILITIES

Team Specific:

Campaign Strategy and Leadership

- Play a leading role in the planning, delivery, and ongoing development of the University's landmark fundraising campaign, working closely with the Head of Alumni and Fundraising and senior leadership.
- Help define campaign priorities, gift tables, and prospect strategies, ensuring alignment between donor interests and institutional needs.
- Act as a senior ambassador for the campaign, representing the University at high-level events, meetings, and external forums to build visibility and momentum.
- Monitor and report on campaign progress, contributing to regular updates for senior leadership and campaign governance bodies.

Major Gift Solicitation

- Manage and grow a portfolio of major gift prospects, with a primary focus on securing gifts at the six- and seven-figure level.
- Devise and execute tailored cultivation and solicitation strategies, progressing prospects through the full giving cycle—from identification and qualification through to solicitation, closure, and long-term stewardship.
- Personally solicit major and principal gifts through individual meetings, both independently and in partnership with senior leadership, academics, and volunteers.
- Develop compelling cases for support, proposals, and donor engagement opportunities that align philanthropic interests with institutional priorities.
- Lead on the preparation of proposal materials and briefings for significant and transformational gifts in support of campaign objectives.
- Work strategically with colleagues in prospect research to build, maintain, and continually expand a robust pipeline of prospects, ensuring all progress is tracked, monitored, and reviewed on a routine basis.

Relationship Building and Internal Collaboration

- Build strong, effective relationships across academic teams and professional services to strengthen the culture of philanthropy and ensure coordinated fundraising efforts.
- Work closely with academic departments, schools, and research centres to develop donor and prospect relationships.
- Grow and maintain 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 and contribute to internal and external fundraising steering groups, campaign boards, and similar governance entities.

Donor Experience and Stewardship

- Lead on the development of individualised stewardship and engagement plans that support renewed and increased giving at the six- and seven-figure level.
- Design thoughtful stewardship approaches, informed by donor insights, that communicate impact clearly and enhance donors' long-term experience and connection with the University.
- Work with colleagues to ensure that the donor journey is seamless, professional, and aligned with the ambitions of the campaign.

Data Management and Compliance

- Ensure all significant donor interactions are recorded 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:

- Embrace the shared values of the University: Inclusive, Collaborative, and Impactful.
- Be available to work flexibly, attending and supporting events and activities to cultivate potential donors and steward existing supporters, as required.
- 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 the ability to prioritise workload independently, 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.
- Keep current with the latest sector news and trends via membership of appropriate networks or professional organisations.

Core Requirements:

- Adhere to the University's policies on Equality, Diversity and Inclusion and Information Security.
- Ensure compliance with Health & Safety, Data Protection and Equality Legislation.
- Adhere to the university's Sustainability policies, including the Carbon Management Plan, and carry out duties in a resource efficient way, reflecting 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.

Freedom of speech and academic freedom:

In any matter falling under this job description, 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 job description and the Freedom of Speech Code of Practice, the Freedom of Speech Code of Practice will take precedence.

KEY PERFORMANCE INDICATORS:

- Achievement of agreed financial targets, including campaign-related income goals.
- Relationship and engagement metrics, including meeting targets, prospect pipeline growth, and lead generation.
- Contribution to campaign milestones and deliverables.

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, campaign governance bodies.

- **External:** Individual and corporate donor prospects including alumni, ex-staff members, parents of current students, trusts and foundations, and other external University supporters and partners.

PERSON SPECIFICATION

EXPERIENCE:

Essential Criteria

- Significant fundraising experience in a philanthropic, charitable, or non-profit context, with demonstrable success in securing major gifts.
- A strong track record of personally soliciting and closing gifts at the six-figure level or above.
- Experience of working within a results-oriented environment, with a record of consistently achieving or exceeding personal KPIs and financial targets.
- Experience of contributing to or leading a fundraising campaign.
- Experience of mentoring, guiding, or line-managing colleagues within a fundraising or development team.

Desirable Criteria

- Membership of a relevant professional body, such as the Institute of Fundraising or CASE.
- Experience of delivering on Equality, Diversity, and Inclusivity initiatives.
- Experience of working with a data-led prospect management system.
- Experience of trustee engagement and working with campaign boards or advisory groups.
- Experience of fundraising within a higher education context.

SKILLS:

Essential Criteria

- A deep understanding of, and commitment to, the case for support for universities and the role of philanthropy in higher education.
- A proven track record of securing income at the six- and seven-figure level.
- An excellent communicator, with strong listening, speaking, and written skills, and the ability to engage with and influence a wide variety of audiences, including senior stakeholders.
- Skilled at using a fundraising or relational database for both inputting and analysis of data.
- Strategic and creative thinker with the ability to identify new opportunities for growing the fundraising programme and campaign pipeline.
- Able to prioritise, manage, and deliver multiple projects to deadlines in a fast-paced environment.
- Strong interpersonal skills with the ability to build trusted relationships at all levels, internally and externally.

Desirable Criteria

- An understanding of the challenges and strategic issues facing the higher education sector.
- 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.
- A professional qualification in fundraising, such as the Institute of Fundraising Certificate or similar.

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.
- A self-starter with resilience, energy, and a commitment to achieving ambitious targets.

Desirable Criteria

- Enthusiasm for fundraising and the higher education sector.
- A genuine passion for the transformative impact of philanthropy on student lives and institutional ambition.