

Director of Fundraising and Alumni

Job description

Job Title:

Director of Fundraising and Alumni

Reporting to:

Vice Principal and Pro Vice-Chancellor Research, Innovation & Engagement

Line Manager to:

Alumni Engagement Manager and Corporate & Foundation Fundraising Manager

Location:

Likely to be based on Paisley campus but will work across all campuses as required. Willing to travel nationally and internationally as required to deliver role.

Job Summary

This key role is designed to lead and manage the University's strategic objectives in the context of engagement for the purposes of fundraising and alumni relations, with key responsibility for strengthening and diversifying the University's portfolio of funding. The post holder will develop, deliver and implement an engagement plan with the key aim of maximising the University's income to support strategic projects including estates plans, research activity, education initiatives and global reach.

The Director of Alumni and Fundraising will establish a Campaigns Advisory Committee to oversee the fundraising activities, which will include alumni relations, fundraising and engagement working under the leadership of PVC (Research, Innovation and Engagement), and closely with the Principal as well as other senior colleagues to enable continued growth and development of the University.

Key Result Areas:

1. The leadership, quality and operational delivery of an effective alumni and fundraising service;
2. Support the development, and deliver and implement a University Engagement plan, including fundraising, alumni relations and external engagement, in support of the University Strategy 2025 and beyond, identifying and delivering targets to deliver new and sustainable income generation;
3. Annual and large multi-year fundraising programmes, offering direction, delivery and performance of the University's Alumni and Fundraising team ensuring targets are met or exceeded from corporate giving, high value and major donors, trusts and foundations, annual giving and other revenue sources;
4. Provide strong leadership and direction to create an Alumni and Fundraising Office and team which will include staff to oversee prospects, alumni, engagement, Trusts and Foundations and communication strategies that will enhance the University's impact and visibility;
5. Relationships with current and potential major donors, working collaboratively with the Court Office, Schools and Directorates across the university;
6. Working with the Vice-Chancellor's Executive Group, Deans and Directors to identify key fundraising projects which are underpinned by the University's strategic priorities. To make fundraising approaches consistent with the strategy, utilising the time and engagement of the Vice-Chancellor and colleagues effectively to build relationships with relevant trusts and foundations, major donors and contributor support at national and international level.

Responsibilities:

Strategic and Leadership

- To lead the implementation of UWS Engagement plan, ensuring targets are delivered and aligned to the University's strategy 2025 (Dream / Believe / Achieve) in particular embedding activities ensuring quality, efficiency and income targets are met;
- To lead, initiate and maintain strategic partnerships with alumni, major donors, trusts and foundations, corporations and other stakeholders, to ensure that the institutional fundraising targets are met or exceeded;
- To lead the research and communication strategies to manage relationships with potential major donors and match them to appropriate initiatives in Schools and Professional Support Departments, managing the relationship and handling gift agreements in collaboration with the Court Office;
- To make a major contribution to the University's income generation by promoting UWS as an innovative, distinctive institution while enhancing the University's brand;
- As a member of the Executive, you will represent the University locally, nationally and internationally promoting the ambitions of the University and its contributions to the wider economy.

Development

- Ensuring that campaigns and their strategic priorities are well understood and supported across the institution;
- To establish and maintain relationships with top prospects, including high net worth individuals, corporations, trusts and foundations, and others, as prospects for major and principal gifts;
- To lead the development of new fundraising campaigns (including online) and identify and liaise with prospective major donors maintaining a programme for subsequent cultivation and stewardship of the relationship;
- To lead the development of targeted fundraising campaigns in collaboration with Schools and Professional Support Departments in support of specific projects and initiatives;
- To lead the development of the alumni and prospect research database and revised and enhanced alumni offer that is attractive to encourage further engagement.

Team Leadership and Management

- To facilitate the involvement of colleagues at all levels in alumni and fundraising activities and to work with heads of department and other senior managers to release resources to ensure the success of these activities. In particular, utilising the Principal and Vice-Chancellor and other members of the Executive Group as appropriate;
- To work collaboratively with the International Centre to deliver an international alumni offer and appropriately promote fundraising campaigns with the key aim to build and enhance the UWS brand and income-generating potential;
- To engage formally and informally with the student president (and other officers as relevant) of the Students' Union and with students in order to maximise their input into and within the business and proposed fundraising and alumni activities and to achieve positive and prompt resolution of any issues between staff and students;
- To lead the University's Alumni and Fundraising team, ensuring they develop and implement plans and activities to achieve key income targets;
- To develop effective relationships across the Executive, Senior Management Team and Leadership Forum ensuring support and guidance across the University's plans;
- To work with colleagues in Corporate Support to ensure effective civic relationships are developed and maintained and events are managed effectively, with development activity taken into consideration where appropriate;
- To promote equality and diversity and the University truths through your approach to leadership.

Qualifications, Experience, Skills & Knowledge required:

Educational Qualifications

- 1st and Higher Degree or relevant recognised professional qualification;
- Evidence of relevant CPD and Personal Development.

Experience

- Successful track record of developing and implementing sound, cost-effective fundraising campaigns, and achieving fundraising goals and targets, including effective alumni relations in an HE environment;
- Successful track record of developing and implementing sound, effective strategic plans to support organisational growth and development especially during times of immense change and transition;
- Successful management of financial and budgetary control as well as delivery of targets and key performance indicators;
- Successful track record of working at a senior leadership role in a customer-focused environment;
- Experience of leading and managing change in a complex, change-oriented environment and understanding of the impact of external drivers on the HE fundraising environment;
- Experience of effective line management of academic or academic support staff;
- Successful experience of managing multiple projects simultaneously;
- Successful track record of developing and implementing effective partnerships/collaborations (both internally and externally), including public-private partnerships;
- Experience in working with corporate sector, with a successful track record of raising money and/or other types of support from corporations;
- Experience in adapting best fundraising practices to different cultural settings; understanding of issues facing UK/Scotland HE given a rapidly changing environment; and ability to carry out an effective engagement strategy across cultures and diverse settings;
- Experience in developing and implementing successful, multi-year international fundraising campaigns; preference would be for an individual who has international fundraising experience;
- Experience in developing and managing different types of advisory boards and other types of structures to support engagement and fundraising efforts (alumni, friends, students, etc);
- Effective representation of a University / organisation at a national and international level;
- An understanding of the policy and operational issues facing Higher Education and the opportunities this creates;
- Proven success in managing complex situations and teams.

Skills and Qualities

- Ability to think and plan strategically, to innovate and to manage change;
- Ability to demonstrate effective leadership skills and be capable of establishing high-level effective relationships across the University and with a range of external organisations;
- Ability to establish a high level of credibility with external stakeholders and funders, and with the academic community;
- Knowledge of relevant funding sources and the ability to work with diverse constituencies, including academics, alumni, corporations, trusts/foundations, and others, to diversify and grow income for UWS;
- Ability to engage and persuade senior colleagues and external audiences over whom the post-holder has no direct managerial control – a team player;
- Ability to demonstrate highly developed communication skills both oral and written;
- An effective communicator and delegator with an ability to recognise the skills and potential of others;
- Ability to demonstrate highly developed project management skills;
- An understanding of the importance of alumni and donor relations in the higher education sector and the way in which development activity is managed;
- Demonstrate resilience and integrity;
- Ability to think collaboratively and creatively with highly developed negotiation, analytical and problem-solving skills;
- Knowledge of relevant software, in particular development and fundraising tools and databases (such as Raisers Edge, web-based and other fundraising platforms);
- Ability to act externally as an effective and persuasive advocate for UWS
- Ability to build strong partnerships with others, consult with colleagues with a strong commitment to equality and diversity in education and employment;
- Ability to demonstrate strong commitment to the purpose and truths of UWS.

Terms and Conditions

Salary

SS3 £84,241 to £97,631

Location

The post holder is likely to be based at Paisley Campus, but notwithstanding this, will be required by the University to work at any other location such as the University's business may require subject to any request to do so being reasonable.

Annual leave

31 days' paid holiday in addition to the normal 12 days' statutory and public holidays. The University's holiday year commences on 1 October and ends on 30 September.

Hours of work

The post holder will be required to work such hours as are necessary for the full performance and efficient discharge of the duties. This will include cover as may be necessary to sustain the management of the University in the absence of colleagues.

Sick pay

The University will pay salary during any period of absence on medical grounds for a maximum of 26 weeks' full pay, followed by a further 26 weeks at half pay in any period of 12 months subject to specific provisions.

Pension

The post is superannuable under the Local Government Pension Scheme (Strathclyde Pension Fund). Employee pension contribution is based on annual salary. Further information can be obtained at www.spfo.org.uk. Should the successful candidate currently be a member of an alternative pension scheme then this can be explored during the appointment process.

Equality and diversity

UWS prides itself as being inspirational, innovative, international and inclusive. We celebrate and value the diversity of our student and staff populations and are committed to providing Higher Education and employment opportunities to people of all backgrounds, cultures and other characteristics outlined so that they can fulfil their potential in an environment that is free from any forms of discrimination, harassment or prejudicial behaviour.

The following are protected characteristics: age, disability, gender reassignment, marital status, pregnancy and maternity, race, religion or belief, sex and sexual orientation.

We are proud to excel in the HE sector as a University that encourages and values staff and students from widening participation backgrounds.

Our staff work to promote understanding and integration and will not tolerate exclusion, bullying, harassment or victimisation of students or visitors to the University. We are committed to eliminating discrimination, promoting equality of opportunity and understanding between people of diverse backgrounds. Full details are available at www.uws.ac.uk/equality

Relocation

Subject to the terms of the University Relocation Policy and HMRC guidelines, the maximum amount of relocation expenses that can be reimbursed in relation to this position is £8k.

Application

University of the West of Scotland will be supported in this appointment process by the executive search firm Dixon Walter who will support the appointing panel in the discharge of its duties, both to assist in the assessment of candidates against the requirements of the role and to identify the widest possible field of qualified candidates.

Applications should consist of a full curriculum vitae and a covering letter of application addressing the job description.

The final appointment will be made subject to satisfactory references.

Closing date for applications: **23rd April 2021**.

Scheduled interview* dates: **20th and 21st May 2021**.

**Interviews may need to take place virtually, given the current climate, and appropriate arrangements will be made to accommodate this.*

To find out more about this exceptional opportunity with one of Scotland's most innovative and ambitious universities, contact our executive search firm at:

Alan Walter

tel **07876 766972**

Email **alan@dixonwalter.co.uk**

www.dixonwalter.co.uk/opportunities/uws-director-of-development/