

**ACHIEVE
YOUR
EXCELLENCE,
TOGETHER**



Discover excellence like you've never known it before. At ARU, you'll be part of a community that celebrates who you are, champions new ideas, and inspires greatness. Combining individuality with collaboration, you'll be given the tools and support to achieve your aspirations, all whilst making a collective impact on the world around you.

CORPORATE MARKETING

Job Description

Job Title:	Assistant Director of Development and Alumni
Grade:	8
Job Family:	Administrative
Work Base:	Cambridge or Chelmsford, with travel across campuses and/or overseas as required
Hours of Work:	Full time (37 hours per week)
Managed by:	Director of Marketing, Communications and Recruitment
Line Manages:	Development and Alumni Office
Relationships and Contacts:	ARU Staff, Students and Alumni, Donors, Potential Donors, Trusts, University Executive Team (UET), Foundations and ARU Governors
Job Purpose:	Lead ARU's Development and Alumni function, delivering a step-change in philanthropic income and alumni engagement. This role will shape and implement a strategic approach to fundraising and alumni relations that supports ARU's mission, values and long-term ambitions.

What You'll Be Doing

Develop and deliver a university wide Philanthropy and Alumni Engagement Strategy to advance ARU's institutional priorities.

Define and implement a segmented donor and alumni experience framework to strengthen engagement and maximise giving potential.

Lead the creation of compelling institutional cases for support, working closely with colleagues, to drive philanthropic investment across priority areas.

Act as the senior ambassador for philanthropy and fundraising to elevate ARU's reputation and cultivate confidence among prospective donors.

Develop and implement strategies that enable senior leadership and academic partners to cultivate relationships with major donor prospects, including high-net-worth individuals, trusts, foundations, corporates and community partners, to secure substantial philanthropic gifts for ARU.

Oversee the planning and delivery of multi-channel fundraising campaigns to generate sustainable income across all streams.

Ensure robust prospect research, pipeline development, stewardship and reporting to support evidence based fundraising decision making.

Identify opportunities, develop funding proposals and secure external investment to advance ARU's widening participation and regional impact goals.

Lead the design and delivery of a dynamic, two-way alumni engagement programme to foster lifelong connections and support ARU's strategic ambitions.

Support the creation of impactful alumni case studies to enhance prospective students' recruitment and strengthen ARU's reputation.

Ensure all fundraising and alumni engagement activities comply with legislation and sector regulation to uphold ethical and transparent practice.

Provide timely and accurate reports to the Strategic Fundraising Direction Group and ARU Foundation Management Committee to support informed oversight of fundraising and alumni engagement activities.

Lead, develop and support a high performing team, fostering a culture of collaboration, while managing budgets and resources effectively to ensure value for money and maximise impact.

Engage and collaborate with senior leaders and represent ARU at key internal and external events to strengthen donor and alumni relationships.

Oversee the development of CRM capabilities, ensuring accurate and comprehensive recording of donations, contacts and engagement activity, and champion the strategic use of digital tools and AI to strengthen donor and alumni experiences through data-driven segmentation, predictive analytics and personalised stewardship journeys.

Monitor sector trends and introduce innovative approaches and technologies to continuously improve donor and alumni engagement.

Provide initial, compassionate signposting for students presenting with academic, financial, mental health, or concerns related to harassment, sexual violence, domestic abuse, and other forms of abuse, using institutional resources and reporting tools to ensure students are aware of and can access appropriate support services.

Comply with Data Protection Act 2018 and GDPR requirements in all working practices maintaining confidentiality, integrity, availability, accuracy, currency and security of information as appropriate. Take personal responsibility for all personal data within own working environment.

Comply with Equity Diversity and Inclusion, Safeguarding, Health & Safety and Sustainability responsibilities as detailed in our policies and procedures.

Such other duties temporarily or on a continuing basis, as may reasonably be required, commensurate with your grade.

This is a description of the job as it is presently constituted. It is normal practice to review periodically job descriptions to ensure that they are relevant to the job currently being performed, and to incorporate any changes which have occurred or are being proposed. The review process is carried out jointly by manager and employee and you are therefore expected to participate fully in such discussions. In all cases, it is our aim to reach agreement to reasonable changes, but where it is not possible to reach agreement, we reserve the right to make reasonable changes to your job description which are commensurate with your grade after consultation with you.

March 2026

CORPORATE MARKETING

Assistant Director of Development and Alumni

Person Specifications

	Essential	Desirable
Academic/ Professional Qualifications	Degree and significant demonstrable professional experience for the role	Postgraduate or fundraising/alumni relations qualification
Experience	<p>Experience in UK Higher Education alumni and development roles</p> <p>Proven track record in major gift fundraising across multiple income streams (individuals, trusts, corporates, CICs)</p> <p>Experience leading a fundraising team</p> <p>Experience of developing and delivering fundraising strategies including writing case for support</p> <p>Experience of working with senior stakeholders and volunteers</p> <p>Experience of managing budgets and reporting impact</p> <p>Experience using CRM systems and AI tools to enhance engagement and fundraising and engagement outcomes</p>	Experience using CRM systems such as Raiser's Edge
Knowledge/ Skills	<p>Knowledge of UK HE sector and philanthropic trends</p> <p>Excellent interpersonal, influencing and networking skills</p> <p>Strong written and verbal communication skills</p>	

	Essential	Desirable
	<p>Understanding of data protection and ethical fundraising</p> <p>Ability to manage multiple projects and deadlines</p> <p>Ability to motivate a team and foster a collaborative and empowering team environment</p> <p>Ability to effectively manage time and workload, plan and organise complex activities</p> <p>Ability to effectively manage financial resources</p> <p>Ability to build and maintain positive relationships with diverse individuals</p> <p>Ability to drive positive change</p> <p>Strategic thinking with attention to detail</p> <p>Digital literacy and innovation mindset</p> <p>Ability to provide a calm, supportive first response to students in distress or seeking help, signposting to appropriate support services, including for harassment, sexual violence, domestic abuse, and other forms of abuse</p>	
Personal Attributes	<p>Highly motivated and committed to achieving own and shared goals</p> <p>Committed to championing high performance and excellence</p> <p>Donor-focused approach</p> <p>Adaptability and flexible approach to changing needs</p> <p>Ability to make reasoned decisions</p> <p>Collaborative and inclusive leadership style</p> <p>Resilient and adaptable</p>	<p>Willingness to undertake training related to student wellbeing and awareness of harassment, sexual violence, domestic abuse, and other forms of abuse</p>

Essential	Desirable
-----------	-----------

Other

Commitment to own continuous personal and professional development

Willingness to travel across campuses and externally

Flexible approach to working hours, including occasional evenings and weekends

Committed to our University's [values](#)

Compliance to our equity diversity and inclusion, safeguarding, health and safety, and sustainability policies and procedures

Compliance to Data Protection Act 2018 and GDPR principles/ requirements