

## THE POST

**College/Service:** Global Advancement <http://www.exeter.ac.uk/departments/ged/>

**Post:** Development Managers

**Reference No:** P58209

**Grade:** F

**Reporting To:** Senior Development Manager

### **Job Description**

The University of Exeter is ranked among the top 1% of universities in the world, and in the UK top 10. A member of the prestigious *Russell Group*, the leading research-intensive universities in the UK, it is recognised for the high quality of its research and was recently awarded Gold in the Teaching Excellence Framework (TEF).

In February 2017, the University launched publically its most ambitious fundraising Campaign to date, '[Exeter: making the exceptional happen](#)', which aims to raise £60 million of new philanthropic funds, as well as securing 60,000 volunteer hours from 6,000 supporters by 2020.

An exciting opportunity now exists for a talented and resilient individual to join the Philanthropy Team in the Global Advancement directorate in a permanent capacity as a Development Manager. S/He will play a crucial role in the successful delivery of the Campaign.

### **Main duties and accountabilities:**

#### **Main Purpose of the job:**

Development Managers are outcome focussed, and the core objective of the role is to raise significant philanthropic funds from pools of potential donors, gift rated at between £5,000-£250,000. Targets will increase year-on-year as the pool matures and the post-holder gains experience. The Development Manager reports to the Senior Development Manager in the Philanthropy Team. The post-holder will work closely with all members of the Philanthropy Team, the wider Global Advancement directorate, and with faculty and Professional Services colleagues based across the University's campuses, to raise significant new funds to support scholarships, research posts, capital and refurbishment projects, as well as student support initiatives.

The post-holder will also be tasked with implementing strategies to support specific philanthropic opportunities aligned to one of the following themes:

- 'Sustainable futures'
- 'Society and Culture' and 'Tomorrow's Leaders'

#### **Main responsibilities:**

- To cultivate and manage a pool of mixed major gift prospects (individuals, corporate and trusts and foundations) with a view to raising philanthropic funds in support of University of Exeter's Campaign.
- Develop and action effective and proactive cultivation plans for assigned prospects to support agreed objectives. The post-holder will commission research which informs these plans and ensure they are fully up to date on media coverage of all prospects.
- Meet prospects on a one to one basis to qualify as potential donors and assess propensity to give, set goals, develop cultivation plans and solicit donations. Hold 12 meetings per month with donors and prospective donors traveling as appropriate around the UK to the most convenient meeting place.

- Implement a 'moves management approach' to cultivate support. This will include identifying and implementing specific engagement opportunities for these prospects, with the support of the Senior Development Manager, senior faculty and other members of the team as appropriate.
- Work to targets as agreed with the Senior Development Manager and regularly report on progress to the wider team in monthly KPI meetings.
- Ensure that all communications, research and gifts are recorded accurately and in a timely fashion on Raiser's Edge. Use the software to record actions effectively relating to the long term cultivation and stewardship plans for each individual major donor.
- Collate information and write proposals which outline giving opportunities to potential donors. Personally solicit donations asking for gifts to support the Campaign. Ensure all follow up is delivered in a timely manner and donors are thanked appropriately.
- Steward existing donors with support from the Stewardship and Donor Relations Officer and in line with University's policies.
- Seek other income generation opportunities e.g. through legacy gifts, corporate philanthropy and sign-post opportunities to colleagues in other Professional Services directorates (such as Impact, Innovation and Business) as appropriate.
- Identify fundraising opportunities and develop and deliver projects and initiatives in support of the Campaign themes.
- Develop an understanding of the objectives, principles, priorities and targets of each Campaign theme. Build good relationships with academic staff to further these objectives.
- Develop a particular understanding of the specific fundraising priorities both Campaign themes and articulate these verbally and in writing to potential donors and the wider Global Advancement directorate as appropriate
- Work with the Senior Development Manager and liaise with colleagues across Global Advancement to deliver fundraising events and communications to support key Campaign priorities and themes. Identify potential donors, draft invitations and monitor timelines to ensure smooth delivery. Draft text for brochures and supporting materials.
- Attend key University events. Network with alumni and potential donors and act as ambassador for the University.

**Support key colleagues in order to develop and increase the capacity to raise external philanthropic income**

- Advise and support the Director of Global Advancement, Associate Director (Philanthropy and Campaigns), and other senior staff for meetings with high-level prospects, by preparing briefings and attending meetings as necessary.
- Plan and deliver income generation and engagement activities in association with colleagues working in the Global Advancement directorate including supporting them in asking for Annual Fund and leadership level gifts (<£5,000) and also by supporting their non-financial goals and targets such as by identifying prospects to be involved in volunteering initiatives.
- Work with the Trusts and Foundations Fundraising Manager and Trust and Proposal Writer to maximise support from Trusts.

**Other**

- Be an active member of the Global Advancement directorate, including attending team meetings and the other fundraising-related meetings.
- Be prepared to undertake frequent UK travel, particularly between Exeter and London.
- Contribute to the training needs of Global Advancement, helping with the induction of new staff, training and sharing knowledge and experience relevant to the efficient operation of the department.
- The Development Manager will be required to undertake other duties as commensurate with the grade and scope of the role, involving regular work outside of core hours to attend alumni and prospect focussed events.
- Work within budgets as required and plan activities that are cost effective.
- All Global Engagement staff are expected to work within a legal framework and within policies such as reputation management.
- Development Managers will be expected to be self-sufficient with respect to administrative duties.

**Person Specification:**

The role of Development Manager requires professional knowledge and a thorough understanding of the University and the Higher Education sector. The individual must have the ability to take the initiative, be enthusiastic, self-motivated to succeed and possess exceptional interpersonal skills.

<b>Competency</b>	<b>Essential</b>	<b>Desirable</b>
<b>Attainments / Qualifications</b>	A degree or equivalent qualification	CASE training IOF qualifications
<b>Skills and Understanding</b>	<p>Ability to make a clear and compelling case for support/ pitch for support – a persuasive and dynamic approach</p> <p>High levels of written skills</p> <p>Ability to draft Memoranda of Understanding and Gift Agreements and to ensure that all points are met</p> <p>Very strong organisational and planning skills and someone who delivers</p> <p>Outstanding communication, networking and negotiating skills involving senior decision-makers both internally and externally</p> <p>Motivated by targets and a target driven environment</p> <p>People skills, ability to be diplomatic, a strategic thinker and a person who has the ability to effectively read and judge situations</p> <p>Knowledge, experience and skills in IT, including Microsoft Word office applications, databases; e-mail systems; a high level of competence in creating and producing reports using Word</p> <p>Social skills appropriate to representing the University to national and international figures of influence and affluence</p> <p>A thorough knowledge of funding sources and potential revenue streams</p> <p>An understanding of the fundraising sector and philanthropy.</p>	<p>Previous experience of successfully asking for and securing philanthropic funds from High Net Worth individuals</p> <p>Experience of successfully in submitting applications / proposals to a range of sources</p> <p>Research skills especially in using the internet and familiarity with other sources of information</p> <p>Understanding of or experience of working with sensitivity to reputation management</p> <p>Experience of successfully working in a target driven environment. Experience of working with and fundraising with academics</p> <p>Advanced IT skills/ Raisers Edge experience</p> <p>Working knowledge of fundraising practice share giving, gift aid, data protection and so on</p> <p>A knowledge of taxation law as it affects charitable donations from individuals and companies</p> <p>Knowledge of the Data Protection Act / Bribery Act and their practical application</p> <p>A knowledge of legislation relevant to fundraising within the Higher Education and voluntary sectors</p>
<b>Prior Experience</b>	Some fundraising experience, or experience of building long-term customer relationships in sales or marketing in a 'cause-related' environment	<p>Recent significant experience of high level fundraising in a higher education or voluntary sector environment and able to show clear evidence of securing major gifts through his/her own endeavours</p> <p>Experience of working as part of a large team to deliver an ambitious fundraising Campaign</p>

		Experience of asking people for money and delivering successful income generation strategies
<b>Behavioural Characteristics</b>	<p>Good judgement on complex issues and capability to make independent decisions and take responsibility</p> <p>A strong team player and able to influence others</p> <p>Ability to inspire confidence and demonstrate resilience</p> <p>Ability to work to stretch income and activity targets</p> <p>Punctual and reliable</p> <p>'Can do' attitude</p>	Creativity in the production and sourcing of gifts and cultivation planning
<b>Circumstances</b>	Flexibility with respect to variable working hours, including availability to travel throughout UK	

This job description summarises the main duties and accountabilities of the post and is not comprehensive: the post-holder may be required to undertake other duties of similar level and responsibility.

**Terms & Conditions**

Our Terms and Conditions of Employment can be viewed [here](#).

**Further Information**

Please see our [website](#) for further information on working at the University of Exeter.