



UNIVERSITY OF LEEDS

CANDIDATE INFORMATION PACK

SENIOR DEVELOPMENT MANAGER

In partnership with
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VICE CHANCELLOR'S INTRODUCTION

Thank you for your interest in joining the Advancement team at the University of Leeds.

Leeds is one of the UK's largest higher education institutions, with more than 38,000 students, over 9,000 members of staff and more than 300,000 alumni from 197 countries around the world.

We recently published our 10-year strategy, 'Universal Values, Global Change'. Built on the three pillars of culture, community and impact, this strategy sets a blueprint for a values-driven University that helps shape a better future for humanity and collaborates with others to tackle inequalities, achieve societal impact and drive change. It sets out our ambitions to create a Fairer Future for All – for our staff, our students and our wider global community.

The Advancement team will play a crucial role in the delivery of the University's strategy, through enhanced engagement with our alumni and supporter community. We will build on our already successful fundraising to achieve ambitious new goals for philanthropy – creating strong partnerships across campus and with donors, to realise shared priorities and deliver strategic impact.

I am excited about the opportunities ahead, and to working with Advancement colleagues and our global alumni and donor community, to help realise our vision for Leeds. If you are inspired by our plans, and would like to apply for one of the many opportunities available within the team, I hope you will apply.



PROFESSOR SIMONE BUITENDIJK VICE CHANCELLOR



DIRECTOR OF ADVANCEMENT'S INTRODUCTION

I am proud of the strength of our diverse and global Leeds community, and of the crucial role it plays in supporting the University's mission and impact.

That role is set to grow in the years ahead, as we strengthen our networks with alumni and donors, and involve them more deeply in the life and work of the University of Leeds.

I am also proud of the Advancement Team at Leeds – whose diverse skills and shared commitment have already established an active global engagement programme, grown new alumni volunteering activities, and successfully delivered the University's £100 million Making a World of Difference fundraising campaign.

As our team expands to support enhanced engagement and significant philanthropic growth, we look forward to welcoming new colleagues who are inspired by the University's vision and want to contribute to its success.

We embrace the values of equality, diversity and inclusion in our community and strive to provide an inclusive environment where everyone feels involved and supported to make a difference.

Over the coming months, we will be recruiting to a variety of roles across the team: from data analysis to digital communications and from major gift fundraising to working with volunteers – and more.

We would welcome a conversation with you about any of these new roles in our **Advancement Team**.

If the opportunity to join us at Leeds excites you, then we look forward to hearing from you.



MICHELLE CALVERT DIRECTOR OF ADVANCEMENT



ADVANCEMENT AT LEEDS

The Advancement team at the University of Leeds engages with one of the largest alumni communities in UK higher education, as well as with a variety of individuals and organisations who support the University's work through their donations.

Our **Philanthropy** team is responsible for raising funds. These include gifts and legacies from individuals (alumni and non-alumni), as well as donations from Trusts and Foundations and companies.

We develop relationships with potential donors and philanthropic partners to engage them more deeply with the University and its work, and to identify areas of shared interest and strategic priority for philanthropic investment.

Our **Engagement** team builds relationships with alumni and supporters through a range of communications, events, volunteering and other programmes.

These activities connect the global Leeds community, creating value for alumni while also benefiting the University through advocacy, networks, volunteering and philanthropy.

Our **Advancement Operations** team enables all our fundraising and engagement activity, by providing effective systems, data and insight, gift administration, research and business management.

The University's investment in the Advancement team, some 15 years ago, resulted in the planning and launch of our 'Making a World of Difference' Campaign which achieved its £100 million target in July 2020.

During this period, we have:

Reconnected with thousands of 'lost' alumni, and more than doubled the size of our contactable alumni community.

Developed alumni communications and engagement programmes to support holistic, lifelong relationships.

Introduced alumni volunteering programmes to support our student experience, international recruitment and other targeted activities.

Established comprehensive fundraising programmes, working with alumni and other individuals, charitable trusts & foundations and companies.

Raised £108 million from these individuals and organisations.





JOB DESCRIPTION

The Senior Development Manager is responsible for managing a portfolio of alumni, trusts, foundations and friends of the University capable of making gifts at the six and seven figure plus level.

Working collaboratively with colleagues in the Advancement Team and the wider university, you will engage prospective donors using your skills in relationship management to determine the best approach for them and to secure significant and transformational gift donations in support of philanthropic priorities which are aligned with the University's new **Universal Values, Global Change 2020-2030** strategy.

You will also lead a small team of major gift fundraisers, motivating them to maximise the giving value from their own fundraising portfolios.

The role sits within a growing Transformational & Major Giving team and is crucial to success at a time of investment and expansion in the Advancement Team.

In order to be successful in this role, you will have a sustained track record of raising donations at 6 figures and above, capability to work with senior stakeholders across a complex organisation to craft bespoke fundraising propositions and ability to lead and motivate a small team of major gift fundraisers.

MAIN DUTIES

Developing creative and effective engagement, cultivation, solicitation and stewardship strategies for prospective donors and proactively implementing these to achieve a target of £1m+ per year and other KPIs.

Managing a mixed portfolio of significant prospective major and transformational gift donors, including alumni, non-alumni and trusts and foundations.

Building effective relationships with potential donors through one-to-one and group engagement, presenting a compelling case for supporting the University of Leeds.

Developing engaging and persuasive proposals for agreed fundraising priorities.

Working in partnership with the Fundraising Delivery Team to identify and work up bespoke giving opportunities for transformational gift donors that match their passions with university priorities.

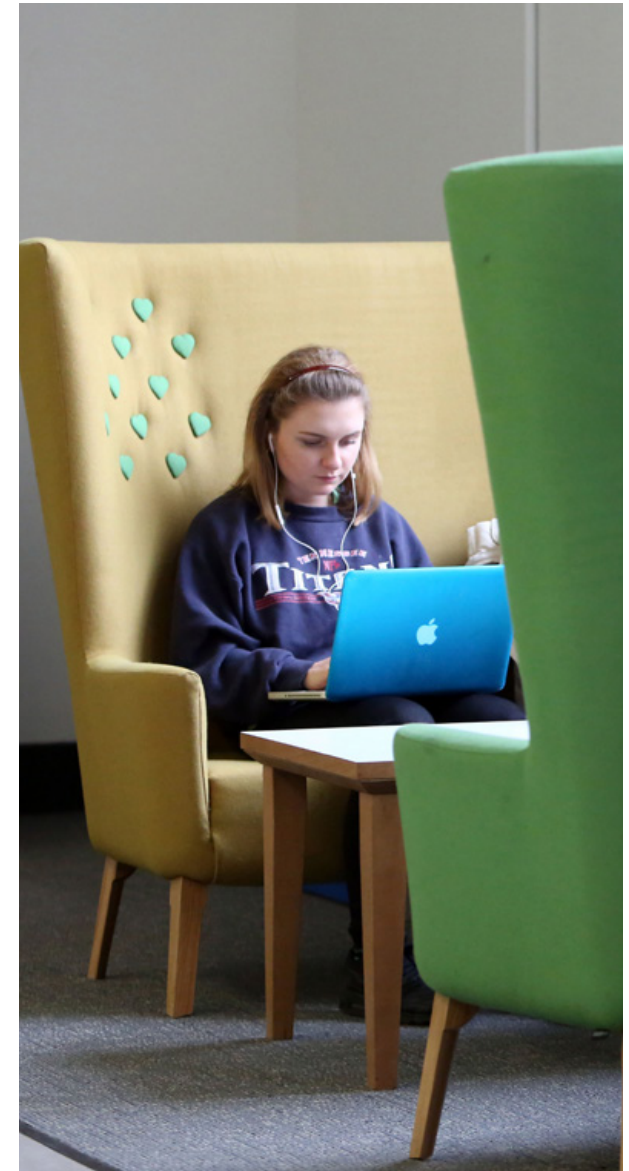
Leading a small team of fundraisers, managing them and motivating them to meet individual targets and KPIs.

Working with donors to maximise their immediate and long-term philanthropic contributions to the University, conveying the importance of legacy gifts alongside lifetime giving.

Working closely with the Donor Relations Team to ensure donors have a positive experience of giving to Leeds.

Contributing to the organisation and management of cultivation and stewardship events and activities.

Working closely with colleagues to ensure the fundraising programme is successfully implemented and co-ordinated, ensuring there is an appropriate programme of communication, activities and events through which to inspire prospective donors to give financial support, and to nurture enduring relationships which will lead to additional support.



JOB DESCRIPTION

Building effective partnerships with senior academic and professional services colleagues to make a strategic contribution to developing fundraising propositions and bespoke giving opportunities for the University's biggest donors.

Ensuring that team members are actively engaging with the Raiser's Edge Database, and leading by example in maintaining appropriate and up-to-date records of contacts and outcomes to ensure effective tracking of relationships.

Leading by example, coaching and mentoring less experienced fundraisers across Advancement to encourage best practice and support philanthropic success.

Maintaining an up-to-date knowledge of giving methods and tax effective giving, University priorities, a good general knowledge of the University and its news, and to share information and new items with colleagues.

Working closely with the other Senior Development Managers and the Head of Team to ensure there is a collaborative and consistent approach to working together to achieve income targets.

As a senior manager, collaborating across Advancement to create, promote and embed a one-team approach to achieving objectives.

Please note that occasional evening and weekend work will be required, as well as UK travel.

These duties provide a framework for the role and should not be regarded as a definitive list. Other reasonable duties may be required consistent with the grade of the post.

EXPERIENCE

A sustained track record of meeting targets and raising complex 6 figure+ donations from individual and foundation donors.

High level relationship management in a complex organisation and proactively managing a portfolio of prospective donors and developing creative strategies to engage them.

Excellent interpersonal skills with the necessary listening, facilitation, negotiation, and diplomatic skills to represent the University at the highest levels and to achieve immediate credibility and influence with senior stakeholders internally and externally.

Line-management and an ability to manage and motivate a small team of fundraisers to achieve targets and meet KPIs.

Excellent written and oral communication skills, with an ability to craft fundraising propositions and translate specialist information into compelling, clear messages for prospective donors.

Well developed lateral thinking skills with a high level of initiative and the ability to deploy problem solving, resourcefulness and tenacity to meet objectives.

You may also have experience of major gift fundraising in a Higher Education context or experience of corporate fundraising.





WORKING AT LEEDS

OUR CAMPUS

We're proud of our beautiful campus. Just a ten-minute walk from the city centre, it offers fantastic green spaces and a range of world-class facilities, which include:

The Edge sport and fitness centre

Libraries

Theatres

An art gallery and art trail

Leeds University Union

Onsite shops, bars and cafes.

ABOUT LEEDS

Perfectly placed in the centre of the UK, Leeds is one of the country's largest and fastest-growing cities with a global reputation in business, culture and sport.

Our lively city centre is home to an abundance of museums, theatres, music venues, independent restaurants, bars and shops.

Whatever your interests, there's plenty to explore – day or night.

Leeds is also well connected, nationally and internationally, with excellent rail and air transport links – so it's easy to access our stunning Yorkshire countryside and everything beyond.



TERMS & CONDITIONS

LOCATION

University of Leeds

SALARY

Grade 8 - £42,149 to £54,943

WORKING PATTERN

Full-time

Flexible working opportunities – not every job needs to be in the office 5 days a week

ANNUAL LEAVE

33 days paid holiday every year, including bank holidays plus a further 7.5 days off when the University is closed (including the Christmas period)

BENEFITS

Find out more about the benefits of working at the University and what it is like to live and work in the Leeds area on our [Working at Leeds](#) information page.

EQUALITY


At the University of Leeds, we are committed to providing a culture of inclusion, respect and equality of opportunity that attracts, supports, and retains the best students and staff from all backgrounds and from across the world.

Whatever role we recruit for we are always striving to increase the diversity of our community, which each individual helps enrich and cultivate.

We particularly encourage applications from, but not limited to Black, Asian, people who belong to a minority ethnic community; people who identify as LGBT+; and people with disabilities.

Candidates will always be selected based on merit and ability.

Please let us know if there are any reasonable adjustments we can make to help you in your application or with our recruitment process.



FOR FURTHER
INFORMATION AND TO
APPLY FOR THIS ROLE,
PLEASE CLICK **HERE**



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Candidate Information Pack created by the Execucare design team