



**Job Title:** Senior Development Manager (Major Gifts)

**Grade:** 8

**Salary:** £44,706 to £50,296 per annum

**Department:** Development and Alumni Relations

**Hours/Contract:** Full time, permanent

**Job Family:** Management and Administration

**Reference:** 4005

## Role Purpose

Reporting to the Head of Philanthropy, you will make a transformative difference by securing philanthropic income from major and principal donors, in line with the University's strategic priorities and donor motivations.

As a senior member of the Philanthropy team, you will provide guidance and inspirational leadership for our major and principal individual giving programme. You will develop the major and principal gift strategy, in collaboration with the Director of DARO, Head of Philanthropy, fellow Senior Development Manager and Senior Fundraising Intelligence Manager.

You will undertake high-level major and principal donor fundraising activity with current and prospective supporters, with a particular focus on those with the capacity to give £100,000 or more, and take joint responsibility as a member of the Development and Alumni Relations team to grow overall philanthropic income and support, alumni and supporter engagement, and positive awareness of the University.

## Main Duties and Responsibilities

### Planning and Strategy

- Work closely with senior philanthropy colleagues to develop strategic plans, budgets and income targets for gaining support from high-value prospective donors, involving liaison with appropriate academics, Colleges and external volunteers.
- Develop cases for support for University approved priorities by working with senior academics and professional staff across the University, writing and overseeing the creation of funding collateral and proposals.

### Income Generation, Prospect and Donor Identification and Solicitation

- Manage the solicitation process from cultivation to stewardship of a portfolio of major and principal donors with a capacity to give over £25K, with a particular emphasis on those capable of giving in excess of £100,000.
- Work closely with the Prospect Research team to identify, assess and engage new potential donors, in order to deliver an ambitious annual target.
- Develop and implement fundraising plans for assigned University priorities and formulate fundraising proposals for donors and prospects in a timely way and in accordance with the University's Gift Acceptance Policy.
- Network at events on behalf of the University and provide feedback from donors and prospective donors.
- Ensure that fundraising proposals and other information is provided to donors and prospects in a timely way and that gifts are acknowledged and applied in accordance with donor's wishes.
- Lead, develop and inspire a team of Development Managers to achieve and exceed targets.





- Provide professional fundraising support to the Vice-Chancellor, academics, senior staff and senior fundraising volunteers, for example by coordinating tailored visits and events for potential major donors.

### **Finance and Resource Management**

- Devise and manage operating plans and budgets, re-phasing and forecasting as necessary, and monitor performance through the use of appeal reviews, KPIs and targets, reporting on variances to the Head of Philanthropy.
- Produce clear, cost effective expenditure budgets for specific activities and be responsible for cost control in order to maintain or improve return on investment.

### **Working with the Philanthropy Advisory Board and Lead Fundraising Volunteers**

- Develop a pool of senior donor-volunteers and champions, and work with them to access new networks and contacts and secure financial support.
- Support philanthropy volunteers and champions in the recruitment of donors, including advising them of cultivation and solicitation opportunities, drafting communications and preparing proposals.
- Provide reports for and attend meetings of the Philanthropy Advisory Board as required, including to report on progress with projects, prospects and donors.

### **Analysis, Reporting and Database Management**

- Maintain donor and prospect records on the Raiser’s Edge database, in paper files and electronically on the shared drive, capturing and sharing relevant donor and prospect information.
- Ensure compliance with University policies and procedures, including the University’s Gift Acceptance and Naming policies, as well as the Fundraising Regulator’s Code of Fundraising Practice.
- Promote fundraising best practice and keep abreast of fundraising and HE changes and developments through relevant continuing professional development.

### **Liaison and Cross Team / Divisional Working**

- Actively participate in DARO team meetings and develop good working relationships with other University departments to assist the delivery of shared objectives and encourage University-wide collaborative working.
- Participate in project groups within DARO and represent the Department on working groups in support of the strategic priorities of the University.
- Represent the University at events, during evenings and weekends throughout the year when required.

### **Internal and External Relationships**

Current and potential donors  
Other relevant team members in DARO

### **Planning and Organising**

Forecasting for year ahead and beyond, working with Director to set strategy





**Qualifications, Knowledge and Experience**

**Essential**

- A first degree or equivalent, with substantial 'on the job' relationship fundraising experience at a comparable level, or transferable experience in a business development role\*
- Significant experience of working in a Development or Fundraising Office\*
- Experience of asking for and securing philanthropic gifts in excess of £100k, or equivalent experience in a business development role\*
- A demonstrable working knowledge of the theoretical principles of major giving fundraising and 'hands on' experience of meeting and presenting to prospects and donors\*
- Experience of stewarding one-to-one relationships with high net worth individuals\*
- Experience of major donor research and producing prospect solicitation and cultivation plans\*
- An appreciation of the importance and impact of the Higher Education sector

**Desirable**

- Alumni Relations experience
- Experience of working in a University Development Office
- Experience of working with a Development Board
- Experience in the development, implementation and tracking of strategic and operational plans
- Experience of asking for and securing philanthropic gifts in excess of £1M

**Skills, Abilities and Competencies**

**Essential**

- Naturally confident and composed in 1-1 meetings with people in leadership roles at the highest levels of organisational hierarchy
- Ability to build trust and work effectively with high net worth individuals, leading alumni, academic staff, and Development Board members
- Excellent social and listening skills, and ability to communicate persuasively and effectively, both in writing and verbally, with a broad range of people
- Ability to 'make the fundraising ask'
- Excellent planning and organisational skills with the ability to look ahead of the present to act on future needs and opportunities
- Ability to produce novel and creative solutions to problems
- Ability to manage a range of competing projects and deadlines, maintaining high standards of donor and supporter care and accuracy under pressure
- Flexible, donor service approach with a focus on discovering and acting on supporters' needs
- Self-motivated, with the ability to show initiative and organise and prioritise own workload
- Determined, persistent and resilient
- A team player who can support, motivate and inspire colleagues
- Strong ethical compass, including the ability to deal responsibly with confidential matters and to act with discretion
- Ability to travel within the UK and internationally





**Desirable**

- Personable with a good sense of humour and a positive ‘can do’ attitude
- Good degree of ICT literacy with proficiency in all aspects of Microsoft Office and the ability to use relationship-based databases such as Raiser’s Edge

***\*Criteria to be used in shortlisting candidates for interview***

**Criminal Declaration**

If you become an employee, you must inform your manager immediately, in writing, if you are the subject of any current or future police investigations/legal proceedings, which could result in a criminal offence, conviction, caution, bind-over or charges, or warnings.

**Supporting University Activities**

As a University of Leicester citizen, you are expected to support key university activities such as clearing, graduation ceremonies, student registration and recruitment open days. We expect all staff as citizens to work flexibly across the University if required.

**Equality and Diversity**

We believe that equality, diversity and inclusion is integral to a successful modern workplace. By developing and implementing policies and systems that challenge stereotypes across all aspects of our work, we have a culture that recognises and values the diverse contributions of our staff which benefits everyone. Our strong values of inclusivity and equality support our efforts to attract a diverse range of high quality staff and students, and identify our University as a progressive and innovative workplace that mainstreams equality, diversity and inclusion.

