

Job Description

Role Title:	Philanthropy Manager – Major Gifts
School / Dept:	Philanthropy Alumni & Supporter Engagement (PASE)
Directorate:	
Reference:	MPF4454
Grade:	Grade 7
Full or Part time:	Full time
Hours:	1.0 FTE / 36.25
Reports to:	Senior Philanthropy Manager
Responsible for:	No direct reports

Overview

An outstanding opportunity exists for an exceptional fundraiser to join the University of Salford at an exciting time of growth and development. The role reports directly to the Senior Philanthropy Manager and you will be a member of the directorate's Philanthropy, Alumni and Supporter Engagement (PASE) Team. The Philanthropy, Alumni and Supporter Engagement (PASE) team enriches lives by directing time, talent, and philanthropic funding into Salford, whilst enhancing the university's reputation and reach and providing lifelong connections to our global communities of alumni, donors, and supporters.

Our team has the power to accelerate the University's ambitions. By unlocking new income, expertise, connections and advocacy, our supporters help transform student opportunities, advance research, strengthen our civic impact and build valuable bridges with industry and communities, while enhancing our reputation and influence nationally and internationally. As a Philanthropy Manager for Major Gifts, your role would be to secure philanthropic income from a wide portfolio of supporters across four priority areas, which includes Student Access & Success, Civic & Community Engagement, Research & Knowledge Exchange and an ambitious Campus Connectivity Plan.

Role Purpose

The Philanthropy Manager (Major Gifts) will play a vital role in securing significant philanthropic support for strategic projects and programmes across the University. Managing a portfolio of 80–100 prospects and donors, building relationships with new prospects and opportunities, with a focus on securing five-, six- and seven-figure gifts. You will develop compelling funding proposals and build strong, long-term relationships through excellent cultivation and stewardship. Working closely with colleagues across the University, you will oversee complex partnerships and projects and ensure an outstanding donor experience. Success will be measured through new strategic relationships, a strong pipeline of philanthropic opportunities, achievement of fundraising targets, and the continued development of existing donors.

Principal Duties & Responsibilities

1. Contribute to the development of the University's **case for support** and compelling project proposals for a range of philanthropic audiences.
2. Manage a portfolio of **80–100 prospects and donors**, identifying and developing new opportunities through research, networks and relationship building.
3. Secure **five-, six- and seven-figure philanthropic gifts** from individuals, trusts and foundations, and corporate partners locally, nationally and internationally.
4. Build and manage a strong pipeline of funding opportunities aligned with the University's **strategic objectives and philanthropic priorities**.
5. Lead prospects through the full major-gift fundraising cycle, from **identification and cultivation through solicitation to stewardship**.
6. Develop creative, tailored **engagement and stewardship strategies** in partnership with academic and professional services colleagues.
7. Build strong relationships with key decision-makers and influencers across trusts, foundations, companies and other funding organisations.
8. Produce **high-quality, persuasive funding proposals** informed by a strong understanding of University priorities and the wider social, economic and cultural landscape.
9. Monitor the prospect and project pipeline, providing **accurate forecasts of philanthropic income** and progress against agreed targets.
10. Lead the delivery of funded projects, coordinating colleagues across the University and ensuring commitments within **gift agreements are fulfilled**.
11. Ensure donors receive timely and meaningful reporting on the **progress and impact of their support**.
12. Develop creative approaches to **donor engagement and recognition**, including events, communications, publicity and leadership engagement.
13. Work with communications colleagues to showcase **fundraising activity and the impact of philanthropy** in support of institutional priorities.
14. Maintain accurate and comprehensive prospect, donor and fundraising records on **Raiser's Edge**, ensuring effective reporting, data integrity, confidentiality and compliance with data protection requirements.
15. Contribute to **high-level fundraising reports and papers** for University leadership, committees and other senior stakeholders.

Generic Duties

16. Perform any other duties appropriate to the grade as may be required by the Head of School/Head of Division etc.
17. Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
18. To engage with the University's commitment to put our students first and deliver services which are customer orientated, represent value for money and contribute to the financial and environmental sustainability of the University when undertaking all duties and aspects of the role.
19. Advance equality, support our work towards eliminating unlawful discrimination, foster an inclusive study and work environment for students, staff and visitors in accordance with our public sector equality duties and university policy.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person specification follows on next page

Person Specification

The successful candidate should demonstrate the following, which are 'Essential' (E) or 'Desirable' (D)

Qualifications:

- Educated to degree level or equivalent (E)
- Evidence of continuing professional development through relevant sector organisations (D)

Background & Experience:

- Proven track record of working in a results-oriented environment e.g. fundraising, sales, partnerships (E)
- Experience of developing and managing multi-sectoral and interdisciplinary partnership agreements (E)
- Experience of working with C-Suite individuals i.e. Chief Executive, Vice-Chancellor or Trustee, and representing the organisation at a high level (E)
- Experience of producing high-quality proposals, presentations or marketing collateral (E)
- Experience of working within the higher education and/or not-for profit sector (E)
- Experience of working with a diverse range of colleagues within a large and complex organisation (E)

Knowledge:

- A sound understanding of philanthropy within an HE setting and willingness to learn (D)
- Knowledge of the principles, theory and practice of major gift fundraising including regulation and compliance (E)
- A good working knowledge of using relationship databases, ideally Raiser's Edge (E)

Skills & Competencies:

- **Proven relationship-building and fundraising skills**, with the ability to develop strong stakeholder relationships and generate significant income. (E)
- **Excellent influencing, negotiation and interpersonal skills**, with the confidence and diplomacy to engage, persuade and make compelling funding asks. (E)
- **Outstanding written and verbal communication skills**, including producing high-quality proposals, bids and reports and presenting effectively to a range of audiences. (E)
- **Ability to translate complex, technical or scientific information** into clear and compelling content for non-specialist audiences. (E)
- **Highly organised and self-motivated**, with the ability to manage competing priorities, work independently and deliver to deadlines. (E)
- **Proactive, ambitious and goal-oriented**, with an entrepreneurial approach to identifying and developing new opportunities. (E)
- **Strong judgement and discretion**, with the ability to manage sensitive and confidential information appropriately. (E)
- **Strong digital skills**, including Microsoft Office and the ability to use systems and data effectively to support relationship management and fundraising activity. (E)
- **A strong commitment to the role of universities in society** and an understanding of the importance of philanthropy and income diversification within higher education. (E)

- **Flexibility to travel and occasionally work outside normal office hours** to support donor engagement and University activity. (E)