

Job Description

Role Title: Head of Philanthropy, Alumni & Supporter Engagement
(Maternity Cover)

School / Dept: Philanthropy, Alumni & Supporter Engagement

Reference: MPF4334

Grade: 9

Full or Part time: Full time

Hours: 1.0 FTE / 36.25

Reports to: Deputy CEO and Chief Financial Officer

Responsible for: Philanthropy, Alumni & Supporter Engagement
Team (13 reports, 2 direct reports)

Overview

An outstanding opportunity exists for an exceptional Philanthropy and Alumni Engagement specialist to join the University of Salford at an exciting time of growth and development. This role is a 12-month fixed term contract acting as a maternity cover.

The University of Salford has an ambitious vision as outlined in its 2025-2030 *Innovating to Enrich Lives* strategy. Through fostering a collaborative, inclusive and purposeful culture, the University aims to deliver outstanding quality and world-changing outcomes across four key themes: developing cutting-edge creativity & innovative practice; building prosperity, equity & community; improving environment & sustainability; enabling healthier living. Through meaningful engagement, alumni volunteering, sustainable and ethical fundraising, exceptional stewardship and trusted insight and data, Philanthropy and Alumni have a critical role to play in delivering the University's strategy.

Reporting directly to the Deputy CEO and Chief Financial Officer on an interim basis, this role is a member of the Professional Services Leadership Group and is responsible for leading the Philanthropy, Alumni and Supporter Engagement (PASE) Team. The 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

Role Purpose

Provide strategic leadership for the University's Philanthropy, Alumni & Supporter Engagement function, growing philanthropic income, alumni participation and supporter advocacy in support of the University's strategic priorities. Lead and inspire a team of 13 to develop and steward relationships with donors, alumni, trusts, foundations, industry partners and supporters, creating a strong pipeline of engagement and investment. Drive meaningful engagement with a global alumni community of over 230,000 graduates, while ensuring excellence in stewardship, governance, data management and ethical gift acceptance.

Principal Duties & Responsibilities

Strategic Leadership

- Work with the University Leadership Team to maximise the impact of philanthropy and alumni engagement across institutional priorities and within the Faculties.
- Enhance the University's reputation through meaningful engagement with alumni, supporters and key stakeholders

Team Leadership

- Provide leadership to the Philanthropy, Alumni, Data and Operations teams, fostering a high-performing and collaborative culture. Develop and oversee departmental priorities and resources.
- Direct line management for the Senior Philanthropy Manager and the Senior Alumni Engagement Manager.

Alumni Engagement and Reputation Building

- Lead the development and implementation of strategies that foster lifelong engagement with alumni, strengthening affinity, advocacy and support for the University.
- Ensure the alumni community is informed, connected and engaged through a strategic programme of communications, events and activities across the UK and internationally.
- Champion the recognition and celebration of alumni achievements, strengthening alumni pride and reinforcing the University's reputation and impact.
- Develop opportunities for alumni to contribute to the University's success through volunteering, mentoring, advocacy and philanthropic support.

Philanthropy and Income Generation

- Lead the development and execution of strategies to secure philanthropic income and unlock new funding opportunities aligned to the strategic priorities of the

University from individuals, trusts, foundations, corporates and other external sources.

- Build and maintain a sustainable pipeline of prospective donors and supporters, ensuring responsible research and due diligence, robust cultivation, solicitation and stewardship strategies.
- Develop compelling and innovative cases for support in partnership with academic and professional service colleagues, aligned to institutional priorities.
- Deliver agreed fundraising, engagement and reputation targets, ensuring measurable impact against key performance indicators approved by the University Leadership Team.

Stakeholder Management

- Lead stakeholder engagement, cultivation and stewardship activities to secure long-term support and investment with alumni, donors, industry partners and senior advocates.
- Contribute to wider events, practices and stakeholder management across the University's External Relations function.

Governance and Performance

- Ensure compliance with data protection, fundraising regulations and the Ethical Gift Acceptance Policy.
- Oversee the effective use of Raiser's Edge and departmental systems.
- Monitor performance against agreed targets and provide strategic reporting and insight to senior leadership.

Generic Duties

- Perform any other duties appropriate to the grade as may be required by the Director of Division.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- 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.
- 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

1. At least five GCSEs with grades A to C in English, Maths and Science, or equivalent. (E)
2. An undergraduate degree or equivalent qualification. (D)

Background and Experience

3. Demonstrable experience of leading a multi-disciplinary fundraising, alumni and community development function. (E)
4. Extensive, demonstrable experience of managing a pipeline of donors and bringing them through to successful goals. (E)
5. Experience of developing and delivering major fundraising / capital campaigns. (E)
6. Experience of developing, managing, and maintaining internal and external relationships. (E)
7. Experience of writing successful funding proposals and grant applications. (E)
8. Demonstrable experience of managing & achieving challenging targets (of all kinds). (E)
9. Experience of line managing and/or matrix managing staff on a project. (D)
10. Experience of using databases (preferably Raisers Edge). (D)

Knowledge

11. Excellent written and analytical skills and evidence of strategic thinking. (E)
12. High level of interpersonal skills, including the ability to motivate and manage others. (E)
13. Ability to adjust to changing priorities, meet deadlines and targets. (E)
14. Demonstrable knowledge of contact legislation (GDPR, PECR etc) and its impact on external stakeholder engagement. (E)

Skills and Competencies

15. Demonstrate competence in a variety of computer applications, including database, spreadsheet, word processing programs and the internet. (E)
16. Ability to work independently as well as establish and maintain harmonious relations with a diverse constituency. (E)
17. Positive attitude and friendly approach in dealing with colleagues and clients. (E)
18. Be creative in using limited resources to ensure activities have maximum impact. (E)
19. Understand the importance of the University as a worthwhile charitable cause. (E)