

Senior Development Manager (Fundraising/Major Donations)



Role Description

GRADE Grade 6
LOCATION Sighthill Campus Edinburgh
LINE MANAGER Head of Development & External Relations

Role Summary

Responsible for raising income for key University initiatives, that reflect the main strategic objectives of the institution. This will include managing a portfolio of major prospects, including individuals; trusts and foundations; lottery and other statutory funding bodies with the key aim of raising philanthropic income.

In addition, the role also involves working closely with colleagues from across the University to develop case for support materials for capital projects, as well as to identify, evaluate and develop other key projects.

Due to the emphasis on developing external support for the University, the role holder will be required to work out with normal office hours and undertake some travel on behalf of the University, both in the UK and internationally.

Line Management Responsibility for:

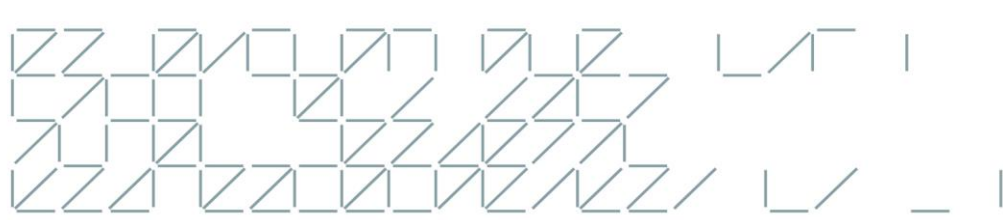
- T Development Officer – Scholarships (Grade 4)
- Development Manager (Grade5)

The focus of the role is on the management of external and internal relationships to deliver objectives and targets..



Main Duties and Responsibilities

- Key responsibility for driving forward the development and implementation of projects earmarked as priorities for external funding. This will include liaising with academic staff and/or project champions, advising on possible funding sources, developing the 'case for support', producing high quality proposals for consideration by potential supporters and undertaking face-to-face meetings.
- Key responsibility for raising philanthropic revenues to achieve team income targets. To do this the role holder will manage and build a portfolio of prospects, ensuring that an accurate record of all approaches are maintained and that every prospect has a detailed solicitation plan.
- Responsible for implementing stewardship plans for your portfolio of prospects and supporters; including providing in-put into guest lists for key University events; ensuring that a programme of regular communications is in place and that appropriate corporate publications are circulated.
- Work closely with the Development Executive (Research and Proposal Writing) providing detailed information on fundraising projects to allow for prospect identification.
- Input into the Team's marketing and PR activities, by writing relevant content for publications and platforms and sharing relevant external media stories with the team.
- Support Head of Development and External Relations with engagement of Campaign board by taking a lead role in engaging named board members in progressing projects and introducing new supporters.
- Take a proactive approach by inputting into and supporting the development of the fundraising strategy, annual plan and calendar of activity. Aligning personal objectives through My Contribution to support the successful delivery of these.
- Represent Marketing and External Relations department and the wider University at events out with the University. Making recommendations with regard to relevant memberships and partnerships that should be developed with external organisations.
- Be responsible for ensuring that the information and records processed (received, created, used, stored, destroyed) on behalf of the University are managed in compliance with ALL applicable legislation, codes and policies e.g. [Data Protection](#), [Information Security](#) and [Records Management](#)
- Support the work of the whole department by undertaking other duties as specified by the Head Development and External Relations



PERSON SPECIFICATION

ESSENTIAL DESIRABLE

Education / Qualifications

- Educated to degree level or equivalent professional qualification in a relevant discipline

✓

Skills / Experience

- Significant fundraising experience, which should include: -
 - case for support/ proposal writing
 - fundraising project development, including budgeting –
 - face-to-face major gift asks
 - managing a portfolio of prospects and preparing individual solicitation plans
 - applying to trusts, foundations or statutory bodies

✓

- Sector experience in a University

✓

- Writing and understanding sponsorship, including VAT legislation

✓

- Event management

✓

- Writing for the web and printed materials

✓

- Experience of using a relationship database, such as Raiser’s Edge

✓

- Excellent organisational skills

✓

- Excellent IT skills – Word and Excel to intermediate level and working knowledge of databases

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- Excellent oral and written communication skills

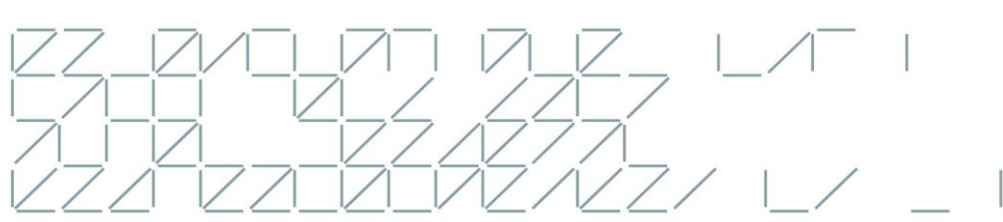
✓

- Ability to prioritise and work on own initiative

✓

- Excellent understanding of charitable giving legislation in the UK

✓



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- Excellent interpersonal and communication skills, enabling you to interact effectively with internal and external contacts at all levels ✓
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- Excellent organisation, planning and time management skills for effective working and prioritisation of workloads when managing a portfolio of 80 prospects, as well as developing and scoping new projects ✓
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- Able to work and contribute within a team environment and respond to target driven performance reviews ✓
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- Excellent IT skills, including Microsoft Outlook, Word, Excel and Powerpoint, as well as the use of the World Wide Web ✓
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- Excellent networking and negotiation skills, including ability to play an ambassadorial role for Edinburgh Napier at internal and external events ✓
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- Excellent numeracy and literary skills ✓
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