

**Job Description for the post of
MANAGER OF
FUNDRAISING AND CHARITABLE GIVING**



1 GENERAL DETAILS

Job Title:	Manager of Fundraising and Charitable Giving (VC08/3)
Location:	Vice Chancellor's Office
Normal Workbase:	Stoke Campus
Tenure:	Full Time Permanent Appointment (1.0 FTE)
Salary:	Grade 8, currently £36,533 - £43,622 per annum

2 JOB PURPOSE

The role of Manager of Fundraising and Charitable Giving is based upon the following components:

- To develop and implement a Fundraising Strategy in order to build fundraising income from individuals, charitable trusts and companies through a diverse portfolio of fundraising activities.
- To develop and maintain relationships with donors in order to secure beneficial long term relationships.
- To lead all matters relating to the University's fundraising activity, increasing income through focussed, professional fundraising activities.
- Ensure that all fundraising activity supports and enhances the positive reputation of the University and persuading potential donors to make Staffordshire University their charity of choice.
- Manage the University's approach to charitable giving in order to support the values of the organisation.

3 RELATIONSHIPS

Responsible To:	Director of Finance
Responsible For:	Alumni Officer

4 SUMMARY OF MAIN RESPONSIBILITIES

- Develop and implement a Fundraising Strategy to grow Staffordshire University's income from various forms of fundraising in accordance with the University's corporate values.
- Lead and deliver the successful implementation of the Fundraising Strategy and supporting programmes of work through a variety of methods including face to face approaches, direct marketing, advertising campaigns and corporate and public presentations.
- Give advice and make decisions on the interpretation of the Fundraising Strategy to ensure that any conflicting priorities are resolved and fundraising efforts ultimately support the wider strategic direction of the University.
- Develop a strategy outlining the University's approach to charitable giving, in order to support the values of the organisation.
- Ensure all fundraising activities are developed and managed in such a way as to achieve the agreed income generation targets.

- To manage and record fundraising related income and expenditure and charitable giving in accordance with the University's Financial Regulations, audit requirements and legislation.
- Produce budgets for annual fundraising income and expenditure and monitor progress against agreed targets.
- Establish an excellent understanding of target donors, their motives, ability to give and connections within the University.
- Liaise with colleagues at all levels within the University to ensure a direct link between business priorities and fundraising efforts exist, to develop a fundraising strategy that staff can relate and 'buy in' to.
- Effectively liaise with neighbouring charities to ensure co-existence without conflict.
- Manage the University's approach to charitable giving to ensure a co-ordinated response that underpins the values of the University.
- Develop and maintain fundraising and charitable giving systems in order to produce management information and analysis to inform decision making.
- Produce accessible, high quality, fundraising and charitable giving public relations materials consistent with the fundraising and charitable giving strategies and corporate image.
- Ensure systems are in place to record, acknowledge and thank all donors in a timely and appropriate manner.
- Develop and maintain appropriate policies and procedures relating to fundraising and charitable giving activity to ensure a fit with the Strategies, financial regulations and legislation.
- Represent the University at fundraising networks and other appropriate fora.
- Ensure the University stays abreast of changes in the law and good practice as they affect fundraising, and ensure that these are implemented through appropriate policies, procedures and working practices.
- Leadership and management of the Alumni function.

5 PERSON SOUGHT

Essential Criteria:

Education

- Graduate (or equivalent) or relevant professional qualification

Work Experience

- A proven track record of proactively fundraising in a large organisation
- Proven track record of influencing senior decision makers and wealthy individuals to secure donations
- Experience of fundraising work within a framework of corporate principles and values
- Experience of strategic and operational planning and delivery against these plans
- Experience of developing a fundraising strategy in order to build fundraising income from a zero base
- Experience of developing an organisation approach to charitable giving
- Proven resource and budget management experience
- Evidence of continuous professional development

Specific skills, aptitudes and knowledge

- Leadership skills
- A proven ability to critically analyse information and present feasible and pragmatic solutions
- Commercial awareness
- Excellent organisational skills and ability to manage multiple programmes of work often with competing deadlines
- Strong managerial judgement
- Translation of strategic plans into practical programmes of work

- Excellent inter personal and communication skills (including negotiating, influencing and listening)
- Excellent presentation skills of complex ideas or conceptual developments

Personal Qualities

- Customer focussed
- Flexible, self motivated and creative approach to work with the ability to generate and implement original solutions
- Change orientated approach
- Work under pressure and meet deadlines
- Commitment to the University's mission and delivery of the University Plan
- Willingness to engage in a structured induction programme as a start to Continuing Professional Development (CPD) at the University

Desirable Criteria:

Education

- A member of the Institute of Fundraising Managers

Work Experience

- A proven track record of proactively fundraising for an HE Institution and successfully delivering large donations
- A track record showing a number of successful fundraising solicitations for a University or similar HE organisation
- Experience of the widening participation agenda in HE

Specific skills, aptitudes and knowledge

- Understanding of higher education sector, structures, concepts and practices

6 SPECIAL CONDITIONS

The University operates a Job Share Scheme. Applications from anyone interested in working part-time on a job share basis will be considered.

Date Job Description prepared: January 2009

Variation to Job Description

Staffordshire University reserves the right to vary the duties and responsibilities of its employees within the general conditions of the Scheme of pay and conditions and employment related matters. Thus it must be appreciated that the duties and responsibilities outlined above may be altered as the changing needs of the service may require.

Conditions of Service

The post is subject to such terms and conditions of employment as negotiated between the Board of Governors of the University and the recognised trade unions, and/or the employees of the University. In negotiating such terms and conditions the Board of Governors will consider any appropriate advice received from the Universities and Colleges Employers Association (UCEA).

Applying for this post

Should you now decide to submit an application for this position you are asked to kindly complete and return an application form. This is available either in electronic format (downloadable from our website) or as a hard copy.

Completed application forms and any accompanying information should be returned via e-mail to jobs@staffs.ac.uk or posted to Personnel Services, Staffordshire University, PO Box 662, College Road, Stoke-on-Trent, ST4 2XP.

If you wish to deliver the form by hand Personnel Services is located on the ground floor of the Cadman Building, College Road, Stoke-on-Trent. Office opening hours are 9.00am – 5.00pm Monday to Thursday, and 9.00am - 4.30pm on Friday.

PLEASE NOTE THAT THE CLOSING DATE FOR COMPLETED APPLICATIONS IS: 1 APRIL 2009

Procedure following Receipt of Applications

Applicants are asked to provide us with an e-mail address where possible, as this is our preferred method of communication. All correspondence relating to this job application will be marked 'Private and Confidential'.

Where an e-mail address is provided, we will send applicants an acknowledgement of the application form as soon as possible following receipt; employees of Staffordshire University should note that this will be the internal e-mail address.

All applicants are asked to note that unless otherwise indicated, interviews will normally be held within one month of the closing date. Short listed candidates will be contacted to attend for interview as appropriate. Candidates who are not shortlisted for interview will be informed via e-mail. In the absence of an e-mail address, we regret that in the interest of economy we are unable to write to applicants. If you have not received an invitation for interview or any further communication within two months of the closing date specified, you are asked to assume your application is unsuccessful on this occasion.

The University wishes to thank all applicants for their interest in the Institution and the post advertised and for the time and trouble taken to complete the information for their application.

If you require a copy of the vacancy information in large print please contact us

Appointment to the University

The University is an independent Statutory Higher Education Corporation. As such the Board of Governors of the University is the employer, and is responsible for determining the employment policy, pay and conditions of service of all its employees.

The agreed terms and conditions for all staff are set out in the University's terms and conditions of service. In addition your attention is drawn to the following general points:

Medical Clearance

The appointment is subject to satisfactory medical screening, which normally consists of completion of a confidential questionnaire.

Eligibility to Live or Work in the UK

In line with the Asylum and Immigration Act 1996, documentation is required to confirm that employees are eligible to live or work in the UK. Any offer of employment is subject to this documentation being provided.

CRB Clearance

Where indicated in the job description an offer of employment will be subject to a satisfactory response to a check of criminal records.

Pension Contributions

All members of staff are eligible to contribute to the relevant occupational Pension Scheme which is either the Local Government Pension Scheme or Teachers Pension Scheme, both of which are final salary schemes. Staffordshire University as the employer also contributes to each scheme.

Sickness Pay

An employee absent from duty due to illness will be entitled to receive paid sickness leave, as set out in the University's terms and conditions of service.

Payment of Salary

Salary is payable monthly in arrears, normally on the last Wednesday of each month. Payment is made by direct credit to a recognised bank/building society/giro account. All new employees should ensure that the relevant details for credit transfer are completed on the standard form issued on appointment.

Annual Leave

Individuals are entitled to the following leave entitlements based on the grade of the post with effect from 1st August 2007 onwards:-

Grade	Number of Days Worked per Week*		
	4	5	6
One	24	29	35
Two	24	29	35
Three	24	29	35
Four	26	32	41
Five	26	32	41
Six	26	32	41
Seven	30	37	45
Eight	30	37	45
Nine	30	37	45
Ten	30	37	45
Eleven	30	37	45
Twelve	30	37	45
Thirteen	30	37	45
Fourteen	30	37	45

* This refers to those members of staff who work full time hours but on a standard 5 day working cycle or those operating a shift pattern over 4 or 6 working days. This does not refer to staff on fractional contracts.

In addition there are 11 Bank, Extra Statutory and Discretionary Holidays as follows:

Good Friday
Easter Monday
May Day
Spring Bank Holiday Monday
Late Summer Bank Holiday Monday
Christmas Day to New Year's Day (inclusive)

Trade Union Membership

The University believes that the interests of both the employer and employee are best served by individuals joining a recognised Trade Union. The Board of Governors of the University has recognised the following Trade Unions to operate within the university - UCU and UNISON.