‘Campaign for York’ Project Manager
Office for Philanthropic Partnerships and Alumni (OPPA)

Closing date: 26 January 2018
Interview date: Wednesday 7 February 2018
Vacancy reference: 6314
INTRODUCTION

The Office of Philanthropic Partnerships and Alumni (OPPA) is responsible for the development and delivery of an engagement and philanthropy strategy that is focused on three key aims, those of:

- Building a culture of philanthropy and volunteering at the University of York
- Embedding the concept of York University for life
- Excellence in relationship management

In 2018, the OPPA team will lead the University’s first philanthropic fundraising campaign - which will be exceptional in its scale and scope.

Working with the University’s Executive Board, the Campaign for York will set a new benchmark for innovation and achievement in philanthropic engagement. The Campaign will position York as a sector leader in alumni relations and fundraising, finding new and innovative ways to connect with our global community.

OPPA works with academics across the University, the University Board and donors to secure funding for innovative projects that tackle global challenges such as food sustainability, inequality and discrimination, and scholarships that open up a new world of opportunity for our global student community.

Mary Haworth  
Director of OPPA
Main purpose of the role

The Campaign Project Manager will work with OPPA one day per week during the quiet phase of the Campaign and up to the launch of the Campaign in November/December 2018. They will provide management, co-ordination, planning, support and administrative assistance to the Campaign for York.

Key responsibilities

Specifically:

- Work with the OPPA senior management team (SMT) and individual Workstream Coordinators, the Campaign Manager will plan and deliver the monthly Campaign Leadership (CL) meetings. Between these monthly meetings, they will liaise with colleagues to ensure that planned activity within each of the workstreams is on track and prepare a progress report for discussion at the monthly CL meetings.

- Coordinate the required reports on the activity of Campaign Workstreams to the termly meetings of Fundraising Campaign Steering Group (see below for governance and planning structure).

- Support the delivery of the Internal Stakeholder Workstream to ensure timely communication and engagement across the wider university.

- Support the communication of campaign activity across the wider OPPA team to ensure they are aware of key milestones.

- Help to enable collaboration between OPPA and with the wider External Relations Directorate, as a key priority for the Directorate.

General:

- Organise appointments, meetings, seminars, workshops, etc.

- Facilitate communication/ liaison between Workstream Coordinators and other key stakeholders, in order to explain the Campaign for York and obtain required materials and to ensure that the Campaign is delivered in line with agreed milestones and objectives.

- Write and prepare summaries of meetings/interim reports/ papers, minutes, etc.

- Manage informational databases, project web pages and sub-websites.
# PERSON SPECIFICATION

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<tr>
<th>Qualifications</th>
<th>Essential</th>
<th>Desirable</th>
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<td>Relevant degree or equivalent professional qualifications</td>
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<td>Essential</td>
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## Knowledge

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<th>Knowledge</th>
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<tr>
<td>Understanding of institutional fundraising</td>
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## Skills, abilities and competencies

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<th>Skills, abilities and competencies</th>
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<tr>
<td>Good problem solving skills</td>
<td>Essential</td>
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<td>An organised and methodical approach</td>
<td>Essential</td>
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<td>Able to adapt to changing priorities to support team members at short notice</td>
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<td>Strong IT Skills – able to use Google mail, Google calendar, Google docs, MS Word, MS Excel and quickly learn new/complex systems</td>
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<td>Able to work in a team and form positive working relationships with colleagues/ external contacts</td>
<td>Essential</td>
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<td>A high degree of attention to detail</td>
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<td>Able to deal with confidential matters and act with discretion</td>
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## Experience

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<td>Significant project management experience, working with staff to deliver multiple objectives</td>
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<td>Delivering/co-ordinating a high quality service to a range of internal customers</td>
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## Personal attributes

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<td>Proactive communicator, both within the team and with colleagues in other departments</td>
<td>Essential</td>
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<td>Demonstrable willingness to engage with continuing professional development</td>
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<td>Positive ‘can-do’ attitude</td>
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<td>Focussed on good customer service</td>
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Much of the planning for the Campaign for York is underway and we are now in need of a Campaign Project Manager to help project manage work through to the launch of the Campaign in November/December 2018.

The key milestones of the Campaign timetable are as follows. A more detailed programme of activity by Workstream is also available.

**Work towards developing a Campaign commenced**

- 2014-2016  First stage of investment: allowing to invest in Participation Programmes
- 2016-2017  Second stage of investment: allowing to reorganise and develop team

**Quiet Phase**

- December 2016  Fundraising Campaign Steering Group Established
- April 2017  OPPA recruitment and reorganisation complete

Key Workstreams in place to oversee development of the campaign activity across themes of:

* Training and communications/Information and Data/Engagement and Fundraising
* Termly Health Check reporting to UEB established
* Projects and possible themes confirmed
THE DEPARTMENT

Active Quiet Phase

May 2017

HNW feasibility: Early Stage conversations with HNW re the campaign concept
Development of the Case for Support
Acquisition and engagement
Individual internal cases for support developed
Overarching case for support drafted
Drive for donor acquisition at Participation and Leadership level gifts

Pre Public Launch

From July 2018

Review status of engagement, processes, communications, income projections

Active Public Phase

December 2018

Public Appeal
Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2017 it is the home of more than 17,000 students across more than 30 academic departments and research centres. Since opening over fifty years ago, we have become one of the world’s leading universities and a member of the prestigious Russell Group.

We are consistently recognised as one of the leading Higher Education Institutes and one of just six post-war universities which appear in the world top 100 (2013-14) and 15th in the Times & Sunday Times league table (2016). The University of York has won six Times Higher Education (THE) Awards and five Queen’s Anniversary Prizes.

The University is proud of its association with Athena SWAN, holding 12 awards in support of gender equality, representation and success for all, with gold awards for Chemistry and Biology and a University-wide bronze award.

Of 154 universities that took part in the Research Excellence Framework (REF) in 2014, The University of York ranked 14th overall and 10th for the impact of our research. The University is consistently in the top ten UK research universities and attracts over £60m a year of funding from research alone.

Our vision is to make the University of York a world leader in the creation of knowledge through fundamental and applied research, the sharing of knowledge by teaching students from varied backgrounds and the application of knowledge for the health, prosperity and well-being of people and society.
Attractive workplace

Centred around the picturesque village of Heslington on the edge of the city of York, our colleges are set in an attractive landscaped campus. York enjoys a safe, friendly atmosphere with facilities including bars, shops, theatres and concert halls all within easy walking distance.

The University has undergone an unprecedented period of expansion and renewal since 2000. We have invested in twenty new buildings on the original campus and have completed the first and second phases of a £750m campus expansion. Our investment in new colleges, teaching and learning spaces, laboratories, research facilities and a new sports village mean there has never been a better time to join us.

During this period of change we’ve worked hard to retain our friendly, informal and collegiate atmosphere, which is important to our core values of inclusivity and interdisciplinarity.

We have a thriving international community and are committed to providing staff moving to York with as much support as possible through our Relocation Package and Welcome Officers.

The University aims to offer a nurturing and supportive environment as an employer. Flexible working hours, nursery facilities, childcare vouchers, cycle to work scheme, generous holidays and an attractive pension scheme all make the University of York one of the region’s leading employers.

For further information please visit our employee benefit pages.
THE CITY AND THE REGION

The City of York

Internationally acclaimed for its rich heritage and historic architecture, York's bustling streets are filled with visitors from all over the world. Within its medieval walls you will find the iconic gothic Minster, Clifford's Tower and the Shambles - just a few of the many attractions.

But York isn't just a great place to visit - it's also a great place to live and work. While nourishing a vibrant cosmopolitan atmosphere, York still maintains the friendly sense of community unique to a small city.

Visit www.visityork.org for more information on the city of York

Shopping, culture and entertainment

York boasts specialist and unique boutiques but also all the high street stores on its busy shopping streets. Alongside them you will find cinemas, theatres, an opera house, art galleries, a vast range of restaurants, live music venues and clubs. York is particularly renowned for its multitude of pubs and bars, from the modern to the medieval.

Housing and schools

Whether you choose to live close to the city, in one of the surrounding villages or further afield, you will find a wide range of housing within comfortable distance of York and the University. For families, the area has a range of excellent schools both in the state and independent sector.

Great location

York is one of Britain's best-connected cities. Halfway between London and Edinburgh on the East Coast mainline, on intercity trains you can reach London King’s Cross in less than two hours and Edinburgh in two and a half hours. York is also well served by road links, and it is easily accessible from the A1, M1 and the M62.

For those travelling from overseas, Manchester Airport is two hours away and Heathrow Airport just three and a half. Flights from nearby Leeds Bradford Airport provide easy access to mainland Europe. By Eurostar from London St Pancras, Paris is just over six hours away.

Yorkshire

The Lonely Planet guide recently declared Yorkshire the third best region in the world to visit. There is something to cater to every taste, whether it be the rugged landscapes of the Moors or the Dales, the picturesque seaside towns of Scarborough and Robin Hoods Bay, the gothic architecture of Whitby or the vibrancy of cosmopolitan Leeds.
Apply online

- Go to https://jobs.york.ac.uk
- Find this job using reference 6314
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 26 January 2018.

What will I need?

We will ask you for details of:

- your employment history
- relevant qualifications
- two referees

You need to be ready to show us how you meet the requirements of the job, either in a written statement and / or by answering questions.

Help and assistance

Direct any informal queries to mary.haworth@york.ac.uk

If you have any questions about your application, contact the HR Services team:

recruitment@york.ac.uk
+44 (0)1904 324835