Head of Fundraising Programmes
External Relations

Closing date: 20 March 2018
Interview date: 29 March 2018
Vacancy reference: 6490
INTRODUCTION

The Head of Fundraising Programmes provides inspirational leadership and skill in directing stakeholder relations. They are responsible for the development and delivery of a regular giving strategy that is focused on the delivery of three key aims, those of:

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

The Head of Fundraising Programmes will bring drive, ambition and enthusiasm to help shape, plan and execute a major strategic philanthropic campaign for the University of York that is 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. The Head of Fundraising Programmes is required to work to ambitious income targets as set and agreed by the University Board.
Main purpose of the role

The Head of Fundraising Programmes is responsible for the delivery of the University of York’s mass fundraising solicitation programmes. They oversee the delivery of annual calls campaigns, legacy campaigns, direct mail, YuStart (the University’s crowdfunding platform), and the University’s leadership giving programme. They will be the lead on future online giving programmes.

With the potential to target ca. 130,000 alumni across 180 countries, the Head of Fundraising Programmes will increase alumni donations and diversify fundraising into new markets for regular giving.

As a member of the Senior Management Team in the Office of Philanthropic Partnerships and Alumni (OPPA), they will ensure that the highest possible standards of data protection and due diligence are set and observed across the organisation.

Accolades and Achievements to Date:

• York’s ‘Yu Initiative’ was recognised with a THELMA in 2015 for OPPA’s work on engagement of, and support for, current students through philanthropy, volunteering and connections to the alumni community;

• The University of York was the first university in the UK to establish a dedicated crowdfunding site for our students in order to enable students to source money and support for their ideas

• York is recognised as having one of the youngest communities of committed donors with particular success in securing support from graduates of the last decade.

Future Ambition:

The new Head of Fundraising Programmes will cultivate our committed donor base and expand our programmes and take these out to new donor markets, both in the UK and internationally. S/he will explore opportunities for ensuring we maintain high retention levels, develop a strong upgrade programme, and expand our programmes into new markets through new methods of solicitation.

This work will be supported by the Philanthropy Operations and Information team – which is responsible for data analysis, prospect research, fund management and donor stewardship, as well as Communications, and Alumni and Volunteer Programme teams.

The ideal candidate will have a proven record of managing mass solicitation programmes, either within a university, a top 50 charity or a school with a well developed fundraising programme. They will have worked with multiple, integrated solicitation channels and will be able to articulate and deliver a vision for how we can capture the impact of these programmes in order to secure further internal and external investment.

Key responsibilities (Role holders will be required to undertake some or all of the duties below)

Participation and Leadership Level Gift Solicitation

• Contribute to the design and implementation of an innovative and sector-leading mass solicitation programme that sets a new benchmark among UK universities for its innovation, scope and financial success.

• Contribute to the development and implementation of a leadership giving strategy for York, which achieves increases donor participation at the £500 - £4,999 giving levels.

Provide Leadership and Vision

• Build a culture of excellence across the University’s philanthropy and engagement activities.

• Develop relationships across the University that ensure a pan-institutional approach to philanthropic fundraising is achieved with the support of the wider University and community.

• Act as a representative and ambassador for participation gift solicitation on behalf of the
JOB DESCRIPTION

Department and University in dealing with key stakeholders, internal departments and external prospects and donors. Including, support and advice on regular giving to colleagues, and ensuring a co-ordinated strategy for agreed participation giving campaigns across departments, faculties and colleges.

- Contribute to the strategic leadership of the Campaign for York as an active member of the Fundraising Campaign Strategy Group and internal Campaign Leaders Group, advocating for the Campaign across the University and working in partnership to achieve its ambitions.

- Lead, manage and inspire staff members within OPPA, specifically the Alumni and Volunteer Relations Team, Philanthropic Partnerships teams and Information and Philanthropy Operations Team.

- Model professionalism, integrity, equity and collegiality as a Head of Department at the University of York.

- Work with the SMT to ensure that OPPA is a beacon for the University’s values of equality, diversity, excellence and inclusivity.
# PERSON SPECIFICATION

## Qualifications

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<th>Essential / Desirable</th>
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<tr>
<td>Educated to degree standard</td>
<td>Essential</td>
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<td>Professional Fundraising Qualifications e.g. MInstF or equivalent</td>
<td>Desirable</td>
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## Knowledge

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<td>Excellent financial management and governance skills with impeccable probity and integrity and an understanding of the ethics and standards that apply to fundraising</td>
<td>Essential</td>
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## Skills, abilities and competencies

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<td>Evidence of inspiring, motivational leadership in advancement, with a track record of achieving excellent outcomes and meeting targets</td>
<td>Essential</td>
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<td>Evidence of outstanding, innovative stakeholder engagement that produces results</td>
<td>Essential</td>
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<td>Collaborative team player with the ability to harness the talents of others</td>
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<td>Excellent communication, influencing and negotiating skills</td>
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<td>Skills to translate big ideas into activities and outcomes</td>
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## Experience

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<td>Experience of working in collaborative across a diverse workforce</td>
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<td>Experience of providing leadership, support, motivation and direction to a multi-disciplinary team</td>
<td>Essential</td>
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<td>Experience of influencing strategic and operational procedures and processes; ensuring they are fit for purpose and maximise efficiency; making recommendations for improvements as identified and helping to/overseeing the implementation of agreed change</td>
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## Personal attributes

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<td>Able to work independently as well as part of a team. An ability to manage the workloads of self and the team you are line managing</td>
<td>Essential</td>
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<td>Demonstrable ability to identify business development opportunities</td>
<td>Essential</td>
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<td>Able to work to tight deadlines; able to manage multiple projects and operational duties simultaneously; able to prioritise workload within these and manage the expectations of stakeholders</td>
<td>Essential</td>
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<td>Motivated and self-reliant; comfortable working alone or in large, cross-disciplinary teams</td>
<td>Essential</td>
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<td>A proactive, adaptable and energetic approach to developing and delivering projects</td>
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<td>Pragmatic, results-driven and resilient</td>
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<td>Committed to personal development and updating of knowledge and skills</td>
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THE DEPARTMENT

Background to the Department

The University of York is in the initial stage of planning a fundraising campaign that will shape and articulate our philanthropic ambition and belief. It encompasses priorities laid out in the University Plan, and takes into account the wider HE context and key strategic drivers for the University of York in relation to building our global reputation, providing the best possible student experience, and building our financial resilience. It is anticipated that the Campaign will be framed around four themes, those of supporting:

- our students to stand out;
- our research community to push boundaries of knowledge and understanding;
- to be enterprising and innovative in our business engagement;
- reimaging our campus - digitally and physically.

The Head of Fundraising Programmes is required to have communication and engagement skills of the highest quality, and the ability to work effectively across the University’s Colleges, support functions, Faculties and the full span of stakeholders.

The Head of Fundraising Programmes has direct responsibility for a Fundraising Programmes Officer and Student and Young Alumni Officer (2 FTE). They report to the Director of OPPA and are a member of the OPPA senior management team (SMT) and Campaign Leaders Group.

The Head of Fundraising Programmes works in close collaboration with other key external-facing departments including Careers, Global Engagement, and the Research and Enterprise Office to meet key REF, TEF and KEF targets in order to achieve the following outcomes:

Deliver an integrated strategy for mass fundraising approaches (including generation of legacy leads) to alumni, students, staff and friends worldwide.

Deliver a portfolio of programmes, which offer low-level/committed giving (gifts of up to £5,000 per annum) and create a pipeline of prospects capable of giving significant gifts and leadership level donations.

Significantly increase the philanthropic income generated through multiple giving channels, including crowdfunding, direct mail, online giving, telephone fundraising and peer-to-peer fundraising.
THE DEPARTMENT

By the end of the first 12 months the Head of Fundraising Programmes will have:

- managed a full cycle of annual regular and committed gift solicitation
- reviewed the participation level gift strategy in order to identify opportunities and drive the implementation of recommendations for future annual solicitation programmes, including enhanced use of digital technology in donor solicitation;
- reviewed the University’s leadership gift level potential and developed a strategy and operational plan to be implemented as part of the Campaign for York;
- developed methods to measure return on investment for the programmes for which they have responsibility;
- developed a forward plan which prioritises key donor segments and identified opportunities for further investment in order to increase annual income to PG programmes by >25% by 2021-22.
Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2018 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 are ranked 16th in the Times & Sunday Times league table (2017). 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.
THE UNIVERSITY

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 is committed to promoting a diverse and inclusive community - a place where we can all be ourselves and succeed on merit. We offer a range of family friendly, inclusive employment policies, flexible working arrangements, staff engagement forums, campus facilities and services to support staff from different backgrounds.

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 6490
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 20 March 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

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

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