Supporter Relations Manager

External Relations

Closing date: 3 December 2018
Interview date: 14 December 2018
Vacancy reference: 7172
INTRODUCTION

The Supporter Relations Manager leads ‘stewardship’ activities – thanking, impact reporting, and customer care – across OPPA’s audiences. The Supporter Relations Manager uses skills in relationship management, project management and customer care to provide an exceptional donor experience to the University’s supporters. He/she also provides skill in pulling together engaging content and editorial for donor and volunteer communications.

He/she is responsible for the development of engaging, creative and supporter-centric stewardship and reporting activity which may be used across digital platforms, social media and printed materials. They will work with colleagues across OPPA to help achieve the 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

He/she will bring drive, ambition and enthusiasm to help 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.

In developing our philanthropy and engagement strategy for the University of York, we have agreed five principles that inform the way we approach all of our work and we expect these to be embraced and championed by all members of OPPA:

- The concept of in partnership relates to how we approach all of our relationships
- Innovation is critical at every level, both in terms of our daily ways of working and approach to longer-term vision but is rooted in rigorous evaluation
- We aim to transparent about everything that we do and how we do it. Taking people with us each step of the way
- We will act with integrity with all of our stakeholders
- Excellence is our guiding principle by which we mean, doing everything to the best of our ability.
Main purpose of the role

To lead the stewardship and donor experience of the University’s philanthropic supporters and volunteers, encompassing programmes of acknowledgement and thanks, impact/You Made a Difference (YMAD), and supporter care standards.

To supervise philanthropically-funded scholars liaison and stewardship.

Key responsibilities

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

1. Lead the donor experience programme and related supporter journeys.
   - Create, progressively develop and manage a multi-stream, multi-channel Donor Experience Programme to deliver outstanding stewardship and supporter care, informed by audience insight and communications expertise from the wider Operations and Experience Team.
   - Design and deliver bespoke stewardship plans for individuals, institutions, mass appeals and volunteers, working in collaboration with the Institutional, Individual Philanthropy, Fundraising Programmes, and Volunteering and Alumni Programmes teams.
   - Design and deliver stewardship activity for the University’s Honorary Graduates.
   - Liaise with philanthropy managers, Departments and other stakeholders to collaboratively deliver best-practice supporter relations and scholarship management.
   - Supervise stewardship of philanthropically-funded scholars and scholarships liaison activities.
   - Oversee the recording and monitoring of stewardship activities, both planned and completed.

2. Plan, deliver and evaluate an innovative programme of supporter communications and engagement.
   - Develop and oversee the Supporters, Scholars and Honorary Graduates communications plans as part of the OPPA Communications Master Plan.
   - Lead production of impact and You-Made-A-Difference reports for all supporter audiences.
   - Produce supporter- and scholar-focused content and editorial for print and online.
   - Project-manage delivery of regular Changing Lives printed and electronic supporters’ magazines.
   - Plan, design and oversee a programme of supporters’ and scholars’ events.
   - Plan and deliver audience-tailored welcome, thanks and acknowledgement communications.
   - Supervise the collection and use of feedback and stories from donors, volunteers and scholarship holders.

3. Implement gift acceptance policies and processes.
   - Design, implement and ensure compliance with the Pledge to Supporters and other supporter care standards across OPPA and the wider University.
   - Supervise and monitor compliance with the Gift Acceptance process and policies.
   - Review and develop gift receipt and acknowledgement practices at all levels, in collaboration with the Funds Officer.
   - Plan and co-ordinate Tribute Giving stewardship activities, including liaison with Estates and Campus Services.

4. Lead the Supporter Relations team and budget.
   - Develop and implement the Supporter Relations strategy under the direction of the Head of Operations and Experience.
   - Manage, develop and motivate staff including the Supporter Relations Officer, scholarship ambassadors and other casual staff.
   - Allocate, monitor and control the Supporter Relations budget to standards agreed by SMT.
   - Deputise for the Head of Operations and Experience as needed.

5. Co-ordinate and act as Secretary for supporters’ circles, including the Chancellor’s Circle of Benefactors.
   - Plan and implement a supporters’ circle strategy that meets dual objectives of effective stewardship and supporting retention and upgrade activities.
   - Recommend, document and monitor standards for acceptance to and revocation of circle membership.
   - Develop communications and events plans for supporters’ circles, in consultation with the OPPA Communications Team and the Heads of Fundraising and Volunteering.
## PERSON SPECIFICATION

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<tr>
<th>Qualifications</th>
<th>Essential / Desirable</th>
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<tbody>
<tr>
<td>Degree or equivalent experience</td>
<td>Essential</td>
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<td>Minimum GCSE A*-C in Mathematics and English (or equivalent)</td>
<td>Essential</td>
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### Knowledge

- Understanding of the behaviours and motivations of charitable donors at all levels | Essential
- Thorough understanding of the principles of service provision and office management and administrative systems and functions within a large, complex organisation | Essential
- Thorough knowledge of all Microsoft Office applications | Essential
- Best practice in fundraising appeals, communications and relationship management | Desirable

### Skills, abilities and competencies

- Ability to manage a service-related budget and associated accounts and write financial reports and produce management statistical information/data as required | Essential
- Ability to write clearly, concisely and persuasively, for reports and publications (including online publications) | Essential
- Strong IT skills: including word processing, email, expertise in manipulating databases and spreadsheets, establishing and managing online information | Essential
- Excellent oral and written communication skills, with the ability to provide detailed advice and guidance on specialist defined processes and procedures to internal and external contacts | Essential
- Good time planning and organisational skills: able to define priorities and work flexibly and effectively under pressure to meet demanding (and sometimes conflicting) deadlines, within set time / financial constraints | Essential
- Strong interpersonal skills, able to liaise with University staff at all levels, businesses and individual supporters effectively; strong client-facing skills and the ability to manage expectations | Essential
## PERSON SPECIFICATION

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<tr>
<th>Experience</th>
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<tr>
<td>Managing philanthropic, customer or equivalent relationships with both individuals and organisations</td>
<td>Essential</td>
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<td>Working in a senior administrative role in a large organisation</td>
<td>Essential</td>
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<td>Donor stewardship and impact reporting activities</td>
<td>Essential</td>
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<td>Writing service-related reports for managers, which may include reports on finance, staff performance and service development</td>
<td>Essential</td>
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<td>Managing projects; devising, organising and managing events</td>
<td>Essential</td>
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<td>Publication project management and editorial</td>
<td>Desirable</td>
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<td>Experience of Raiser’s Edge or an equivalent fundraising CRM</td>
<td>Desirable</td>
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### Personal attributes

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<tr>
<td>Able to work with initiative, to take decisions and think creatively/ laterally</td>
<td>Essential</td>
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<td>Demonstrable ability to lead and work as part of a team</td>
<td>Essential</td>
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<td>Organised and flexible, able to prioritise</td>
<td>Essential</td>
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<td>Excellent customer care and commitment to professional standards</td>
<td>Essential</td>
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<td>Ability to deal with confidential matters and act with discretion</td>
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<td>Highly motivated to deliver projects to time, budget and quality; enthusiastic and positive; determined</td>
<td>Essential</td>
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<td>Willing to take on a broad range of tasks to ensure job completion; a proactive and energetic approach</td>
<td>Essential</td>
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<td>Tactful and diplomatic</td>
<td>Essential</td>
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<td>Excellent attention to detail</td>
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<td>Ability to empathise with the purpose and values of the University and to work effectively with staff, students and alumni</td>
<td>Essential</td>
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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;
- reimagining our campus - digitally and physically.

The Supporter Relations Manager is required to have stewardship, impact reporting and customer care 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.
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.
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 7172
- Complete the online application form

You will need to submit your completed application by midnight (local UK time) on 3 December 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 chris.barnes@york.ac.uk

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

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