Philanthropy Manager

Department: External Relations
Hours of work: 37 hours per week / full time
Contract type: Open
Salary: Grade 7 / £40,322 a year
Introduction

The University of York was founded on principles of equality, diversity and inclusion. Our new strategic vision sets out our role as a University for public good, building upon our founders who endowed the University with a strong social purpose.

To help us achieve our aims, the University of York’s Office of Philanthropic Partnerships and Alumni (OPPA) works with a community of global donors including individual philanthropists, family trusts, foundations and corporates and our alumni community. Our approach is change-driven and collaborative. We invite supporters to be part of the University of York community and to find new ways to tackle inequalities, new ways for research to help society, and new ways to help every student succeed.

With ambitious plans to grow our income through the University’s transformational fundraising campaign York Unlimited, there is no better time to join the team. We are seeking a highly motivated individual with excellent communication skills, the ability to build strong relationships, passion and commitment, to join as a Philanthropy Manager in the Individual Philanthropy Team.

As a member of the team, you will develop and lead the University’s fundraising from a portfolio of individual major donors. Working with colleagues across the institution, you will be responsible for inspirational stories, bringing supporters closer to the organisation and helping them to create impact through their philanthropic goals. You will promote bespoke giving opportunities to a variety of different audiences – York graduates, retired and current staff and volunteers and regional philanthropists and your voice will make an impact and champion philanthropy at York. This is an exciting time to join the University of York as York Unlimited - the campaign for the University of York demonstrates clearly the role philanthropy has to play in the University’s strategic vision.

In this varied role you will work closely with all members of OPPA and with a broad range of colleagues, including academics, University board members, University council members and staff within departments. Working within a small team you will have a high level of independence and authority and through working to personal targets be expected to make a significant contribution to the team’s annual income and pledge targets. This role will suit an individual with fundraising experience who is looking to develop their career to the next level.

The Office of Philanthropic Partnerships and Alumni (OPPA)

Office of Philanthropic Partnerships and Alumni (OPPA) works with a community of global alumni and donors to deepen their ties with York and each other, and encourage them to support the University through York Unlimited, the Campaign for York. This role is part of the Individual Philanthropy Team, which manages major individual philanthropy and the legacy giving programme, working closely with the other OPPA teams:

Corporate and Foundation Philanthropy: developing long term, strategic partnerships with philanthropic corporate and foundation supporters.
Fundraising Programmes: managing mass fundraising appeals, crowdfunding campaigns, community fundraising and student projects.

Operations and Experience: providing business intelligence, information and insight, governance and stewardship of supporter and alumni relationships, and managing all mass communications with alumni and supporters.

Volunteering and Alumni Programmes: developing volunteering and alumni engagement programmes in support of the University’s strategic aims.

OPPA is part of the University’s Directorate of External Relations, and works closely with other sections of the directorate, which are Marketing, Recruitment, Outreach and Admissions, Communications, Public Engagement and Events, and International Student Recruitment, Partnerships and Mobility.

Main purpose of the role

The role of Philanthropy Manager is to inspire and encourage philanthropic income from major individual donors to the University of York. You will work to build engagement and involvement of potential major donors and colleagues across the University to develop and deliver a pipeline of significant philanthropic gifts to York Unlimited’s priority projects.

You will work with academics and senior management to shape and develop projects to ensure they become an exciting case for support for donor gifts and investment.

You will manage a portfolio of major donor prospects and have responsibility and accountability for campaign theme content, including liaising with academic theme coordinators.

With the support of the OPPA’s Research and Stewardship Teams, the Philanthropy Manager’s role is to ensure that their portfolio of prospective donors are taken through the stages of donor development – from initial research, through meetings and cultivation activity, to asking for gifts, due diligence, stewardship and donor progression, creating a sustainable pipeline of philanthropic income.

This is a demanding and rewarding role that requires resilience and a long term view. The post holder will work to individual financial cash and pledge targets and KPIs based on meetings, moves, proposals and asks made.

Key responsibilities

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

In this role you will:

● Manage a personal portfolio of major donors and prospects, building those relationships, with appropriate and timely solicitation, securing gifts and multiyear pledges to target.
• Create inspiring funding proposals and bids in partnership with the appropriate academic colleagues and in accordance with priorities of York Unlimited.
• Cultivate potential donors by following up on leads from amongst the University’s community of alumni, staff, retired staff and friends.
• Work to targets and KPIs based on cash and pledge value, number of meetings per month, moves and asks made creating a robust pipeline of pledged and cash income generated.
• Be the lead contact within OPPA for selected departments managing relationships with individual major donors, and other sources of philanthropic funding.
• Contribute to the planning and leadership of York Unlimited, inputting into the continuous process of shaping and developing campaign projects, contribute to overall campaign strategy development and work with OPPA’s communications team to ensure major donors and prospects receive appropriate and exciting communication materials.
• Develop our cultivation and solicitation events programme for senior alumni business leaders and potential donors, taking the lead in project managing key events in the programme. More widely ensure there are opportunities to cultivate and steward key prospect and donor relationships at major University events.
• Accurately record information and communications, enquiries, research, gifts and pledges in a timely fashion on RE/NXT database.
• Manage data in relation to the prospect pool and donor pipeline performance, ensuring KPIs are all recorded in a timely and consistent manner.

The above list of duties is not exhaustive and is subject to change. You may be required to undertake others duties within the scope and grading of the post.
## Person specification

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<th>Qualifications</th>
<th>Essential / Desirable</th>
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<tr>
<td>Educated to degree level or equivalent</td>
<td>Essential</td>
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<tr>
<td>Professional fundraising qualification</td>
<td>Desirable</td>
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<tr>
<th>Knowledge</th>
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<tr>
<td>Knowledge of Raiser’s Edge / NXT database or similar relationship management database</td>
<td>Desirable</td>
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<td>Knowledge of, or interest in, the UK Higher Education Sector</td>
<td>Essential</td>
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<td>Knowledge and understanding of the principles related to donor cultivation, asking and stewardship</td>
<td>Essential</td>
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<td>Knowledge of data protection laws as they related to donor information</td>
<td>Essential</td>
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<th>Skills, abilities and competencies</th>
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<td>Positive and proactive approach to work</td>
<td>Essential</td>
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<td>Excellent oral and written communication skills, including the ability to understand and effectively communicate complex ideas or projects to non-specialist audiences through a variety of audiences</td>
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<td>Excellent interpersonal skills, an ability to act with diplomacy, discretion, tact and persuasiveness</td>
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<td>Passion to engage and inspire donors, share stories and explain the impact of their giving</td>
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<td>Creativity and imagination to share a future vision with a donor and to co-create ideas and opportunities with donors and academics to a proposal stage and subsequently secure funding</td>
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<td>Ability to write in a clear, concise and persuasive manner for donor and prospective donor audiences, including brochures and funding proposals.</td>
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<td>Strong IT skills: including word processing, email, expertise in spreadsheets and use of CRM systems</td>
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<td>Good attention to detail and able to keep an eye on the larger picture</td>
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<td>An ability to work under pressure, to prioritise, to meet deadlines and use your initiative</td>
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<td>An ability to lead as well as be a valued team member, contributing to the success of the entire office</td>
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An ability to focus on a task until its successful completion  | Essential
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Numeracy skills, the ability to understand and present financial reports and KPI data  | Essential
Negotiation skills, to develop mutually beneficial outcomes with both internal and external stakeholders.  | Essential

**Experience**

Proven experience and proficiency at developing and maintaining a large number and wide range of relationships, both externally and with internal stakeholders. Ease at working with people and developing personable relationships with a wide range of people of all levels of authority.  | Essential

Experience of individual major gift fundraising, including a demonstrable track record of securing gifts at the five-figure level or more  | Essential
Experience of having fundraised within an educational context  | Desirable
At least 3 years’ experience fundraising within one organisation  | Desirable
Experience of organising events  | Desirable

**Personal attributes**

Organised and flexible, able to prioritise effectively  | Essential
Flexibility with respect to variable working hours, including availability to travel throughout UK and perhaps internationally by private and public transport  | Essential
Highly motivated and able to work independently  | Essential
Motivation and potential to develop a successful career in university fundraising  | Essential