



MANCHESTER
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The University of Manchester

Details of the role: Head of Supporter Engagement

ABOUT THE ROLE

Grade: Grade 8

Hours: Full-time – 35 hours per week

Start/duration: Permanent

Based at: Oxford Road, Manchester (Hybrid working available with on campus attendance when required. All UK members of our fundraising team spend at least two days per week on campus.)

Informal enquiries: jemma.gurr@manchester.ac.uk

Right now is Manchester's time to shine. We're currently preparing to launch our first ever major fundraising and volunteering campaign. And we've recently marked 200 years of impact and innovation.

At Manchester we don't just focus on what we're good at. We ask what we're good for.

Through our teaching we are educating a new kind of socially responsible graduate – tomorrow's thinkers, doers and leaders of a better world. Through our research we are addressing the most pressing global challenges with bold and brilliant solutions. Through innovation we are turning ideas into reality, creating the jobs and industries that will sustain us in the future. And in the heart of the city and beyond, we are breaking down barriers to art, science and learning in order to build stronger, more resilient communities.

Manchester people are different. Not only do we share the values of integrity, being bold, being ambitious, and being collaborative, we also share a pioneering spirit and the courage to make a difference.

We have a track record of success in fundraising at all levels. Recent gifts include seven-figure donations to support research into cancer and global inequalities, as well as transformational bursary programmes to enable students to study at Manchester. Our ambitious legacy programme has seen pledge acquisition double in the past two

years. Our Regular and Leadership Giving programme is the largest in UK Higher Education. Underpinning our success are the policies, communications, events and experiences delivered by our Donor Experience team.

As Head of Supporter Engagement, you will provide University-wide leadership to develop, plan and implement sector-leading fundraising and supporter engagement strategies, policies and programmes – with a particular focus on Regular and Leadership giving (<£10k), Legacy fundraising, and ensuring an exceptional prospect and donor experience for donors giving at all levels.

As the senior lead for the key public-facing aspects of our fundraising programme, you'll be accountable for the performance of key fundraising streams. You'll work closely with internal and external stakeholders to ensure that strategies and operational plans are in line with institutional needs. You'll support and inspire your team to deliver ambitious targets. And you will provide support and strategic guidance to University leaders, academics, and colleagues across the University.

You'll also be a member of our Development Leadership Team (DLT), meaning that you will play a significant role in our success across the whole fundraising mix. The transformation enabled by the launch of our first university-wide fundraising and volunteering campaign will provide further opportunities for your role to evolve during the campaign's public phase.

KEY RESPONSIBILITIES

Reports to: Deputy Director, Development

Direct reports: Head of Regular Giving, Head of Donor Experience, Legacy Officer, Leadership Giving Officer. Wider team of 11 colleagues.

As Head of Supporter Engagement, you will undertake a range of activities commensurate with the grading and responsibility of the post. This includes:

- Lead the strategic planning for the Supporter Engagement team (currently Donor Experience, Regular and Leadership Giving, and Legacy Fundraising), working with area leads to translate business objectives into clear operational plans.
- Take overall responsibility for the development and leadership of strategic supporter journeys for key campaign audiences, and coordinate communications planning across the Division.
- Lead your team to conceptualise, plan and deliver communications, events, products and experiences that deliver strategic objectives, working collaboratively with colleagues across DDAR and the wider University.
- Proactively identify ways for Supporter Engagement activity to support and complement major and transformational fundraising.
- Identify and leverage opportunities to use university-wide communications and events to support fundraising success.
- Work to embed a culture of philanthropy across the whole institution, ensuring that the relationships, systems and products are in place to involve students and staff in fundraising.
- Be the University's subject matter expert for your areas of responsibility, providing support and consultancy to senior colleagues, including University Executive members.
- Represent the interests of the Division at University-wide strategy groups and committees as required.
- Oversee financial planning and resource allocation across the Supporter Engagement team.
- Monitor performance across your areas of responsibility, motivating and inspiring your team members to deliver ambitious goals, supporting their development, and embedding a high-performance culture.
- Take shared responsibility for the overall leadership of the fundraising function as a member of the Development Leadership Team (DLT).
- Be a proactive and visible leader across the Division and wider University.
- Actively contribute to the sector through thought leadership, representing the University at conferences and other sector meetings.
- Role model and embed the 'Manchester Mindset' and embody the values and culture of the University and DDAR within your working practice and relationships.

KEY RESPONSIBILITIES

Essential knowledge, skills and experience

- Experience of leading significant mass participation fundraising, legacy, and donor experience programme(s) in the higher education or charitable sector.
- A well-developed understanding of the fundraising mix, and the principles and processes that underpin fundraising success at all levels.
- Experience of developing and delivering strategies to achieve business objectives.
- Strong people leadership skills, with the ability to inspire and motivate cross-cutting teams to deliver exceptional work.
- Outstanding written and oral communication skills with experience of translating complex information into effective, persuasive and clear language for a variety of purposes.
- Proven experience of policy development and negotiation.
- Experience of working with a wide range of colleagues from a variety of disciplines across a large and complex organisation and providing consultancy and support to senior colleagues on a specialised area of expertise.
- Experience of effectively managing budgets.
- Excellent project management skills.
- Outstanding interpersonal skills with the necessary listening, facilitation and negotiation skills to represent the University at the highest levels, coupled with the highest levels of tact and discretion required to deal with highly confidential information.
- Enthusiasm and energy to act proactively, and the initiative, drive and commitment to work individually when required.
- A genuine belief in the world-changing power of higher education.
- Willingness to work outside normal office hours as required.

Desirable knowledge, skills and experience

- Experience of fundraising from diverse international audiences and designing strategies to meet their needs.

Attributes: aligned with the Manchester Mindset framework

Our approach to fundraising is driven by our values of being collaborative, bold and ambitious – and approaching our work with integrity. These values underpin the Manchester Mindset, our framework for fundraising success, authored by and for our fundraising team. As Head of Supporter Engagement, you'll model a range of Manchester Mindset behaviours, including:

- Recognising your collective responsibility for identifying problems and opportunities.
- Being inclusive and respectful of needs, concerns and beliefs.
- Delegating and empowering others, and saying no when appropriate.
- Expressing your thoughts and opinions, challenging others constructively and respectfully, and being open to being challenged.
- Taking a positive, solutions-focused approach to help others find answers to problems.
- Approaching work with a growth mindset.
- Delivering experiences and communications that raise donor ambitions and expectations.

ABOUT US

About The University of Manchester

The University of Manchester is the UK's largest single-site university, and part of the prestigious Russell Group of universities. Our University is highly respected as a centre of teaching excellence and innovative research.

Our vision is to be recognised globally for the excellence of our people, research, learning and innovation, and for the benefits we bring to society and the environment.

With 26 Nobel Prize winners among our current and former staff and students, we have a history of world firsts and brilliant discoveries, from splitting the atom to giving the world graphene.

We're committed to world-class research, an outstanding learning and student experience, and social responsibility in everything we do.

The University of Manchester was the first and most eminent of the civic universities, furthering the frontiers of knowledge through research and teaching, but also contributing to the well-being of its region and society more widely. These aims have guided the institution ever since and continue to drive its strategic vision.

About the Division of Development and Alumni Relations

In the Division of Development and Alumni Relations, our aim is to help everyone connected to The University of Manchester to make a positive impact in the world.

- Help the brightest people to fulfil their potential, regardless of their background.
- Help our researchers make new discoveries and breakthroughs to improve our world.
- Help alumni, donors and others to stay part of the Manchester story, wherever they might be.

The Division aims to provide an outstanding experience to donors and alumni who wish to play a partnership role in supporting strategic goals. The University benefits from the interest and support of the UK's largest alumni community for a campus-based university, maintaining contact with over 500,000 alumni in over 190 countries.

Beyond philanthropy, we work with alumni volunteers who are engaged in programmes that bring current students and alumni together, in order to enhance the student experience and take the University's commitment to Social Responsibility to new levels.

ABOUT US

Our values

Working in Development and Alumni Relations at the University of Manchester is exciting, rewarding and fun. Our four values reflect who we are, how we do things, and what we want to achieve. Underpinning everything is our drive and commitment to make a positive impact and to make a difference.

As an equal opportunity employer, we welcome applications from all suitably qualified persons and all appointments will be made on merit. As we are committed to the principles of the Race Equality Charter Mark, we would particularly welcome applications from the Black, Asian and Minority Ethnic (BAME) community who are currently under-represented at this level in this area.



Working at The University of Manchester

The University of Manchester strives to make our community a welcoming, caring and enthusiastic one, fuelling ambition with opportunities and support to help us all achieve our personal and pro-fessional goals.

Our diverse job opportunities include an attractive benefits package with family-friendly policies that provide for flexible working. We care deeply about career and personal development, offering a structured induction programme for new staff, an annual performance and development review, staff training for all career stages and mentoring opportunities to support your career development.

We have a genuine commitment to equality of opportunity for our staff and students, and are proud to employ a workforce that reflects the diverse community we serve.

As a global institution, situated at the heart of a lively, culturally diverse city, we welcome applicants of all nationalities. To help international job applicants plan for life in the UK, we have put together some useful information for international applicants on travel to the UK, accommodation and a number of other practical considerations.

ABOUT US

Diversity and Inclusivity

We strive to embed The University of Manchester's culture of inclusivity and we believe having a diverse workforce can help to:

- Be more representative of our staff and student populations
- Create a more vibrant and inclusive work environment
- Encourage diversity of ideas, fresh insights and collaborations
- Attract and retain the best staff

We particularly welcome applications from underrepresented groups such as people from *Black, Asian and Minority Ethnic backgrounds.

*We recognise that Black, Asian and Minority Ethnic applicants are not homogenous groups. People from different ethnic backgrounds have different experiences of and outcomes in the workplace. We also respect that all individuals may have intersections of identities and experiences.

Disability Confident scheme

The Disability Confident scheme includes a guaranteed interview for any disabled applicant who meets the minimum requirements for a job.

If you are unsure whether you should apply under the scheme or require further information, please contact our Disability Advisory and Support Service.

If you require copies of documentation in alternative formats – large print, Braille, etc – please email people.recruitment@manchester.ac.uk.

Find out more about the Disability Confident scheme on the [Directgov website](#).

The University of Manchester is committed to creating an environment where diversity is celebrated and everyone is treated fairly, regardless of gender, gender identity, disability, ethnic origin, religion or belief, sexual orientation, marital or transgender status, age, or nationality.

We have a genuine commitment to equality of opportunity for our staff and students, and are proud to employ a workforce that reflects the diverse community we serve. Our University is a very diverse community: 17% of our staff are from a black and minority ethnic background, women make up 51% of our workforce. We also have more than 40,000 students, including 14,800 international students from more than 170 countries.

