

THE UNIVERSITY OF MANCHESTER

PARTICULARS OF APPOINTMENT

PROFESSIONAL SERVICES

DEVELOPMENT AND ALUMNI RELATIONS

DIVISION OF DEVELOPMENT AND ALUMNI

HEAD OF REGULAR GIVING

VACANCY REF: PSX-029496

Salary:	Grade 7 £47,389 to £58,225 per annum, depending on relevant experience
Hours:	Full time (1 FTE)
Duration:	Permanent
Location:	Manchester

Enquiries about the vacancy, shortlisting and interviews:

Name: Louise Wells (Head of Supporter Engagement)

Email: louise.wells@manchester.ac.uk

Right now is Manchester's time to shine. 2024 marked our University's 200th anniversary. And this year we're making plans for the public launch of our first ever integrated fundraising and volunteering campaign.

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. If you have a fearless personality, boundless optimism and a desire to create a healthier, fairer and more sustainable world, we'd love you to get in touch.

Exciting? We think so too.

Details of the role

As Head of Regular Giving, you'll take the lead on one of the largest – and most exciting – mass fundraising programmes in UK Higher Education.

Regular Giving at Manchester includes a range of channels and audiences: from fundraisers taking part in challenge events to donors supporting our major appeals with single or regular gifts. Our programme raises more than £1 million every year – with clear opportunity to grow this further by engaging new audiences and building targeted journeys for key segments.

As our new Head of Regular Giving, you'll have the career-defining opportunity to lead our successful programme into the public phase of our University's first fundraising and volunteering campaign. You'll take the lead on planning and delivering a programme of acquisition and retention activity, combining mail, phone, digital, community and relationship fundraising to engage alumni, staff, students and friends of the University, and inspire them to take action.

As our subject matter expert for Regular Giving, you'll collaborate with colleagues across the Division and beyond to identify opportunities to support the University's strategic goals. You'll provide coaching, mentoring and leadership to your direct reports, collaborate with key colleagues across regular giving, leadership giving and legacies to shape ambitious ideas and act as a visible and proactive leader across the wider team.

With excitement and momentum around Regular Giving, a supportive leadership team, and an inspiring case for support, this is a rare opportunity for an exceptional Regular Giving leader to take their career to the next level.

Key responsibilities, accountabilities and duties

You'll undertake a range of activities commensurate with the grading and responsibility of the post. These will include:

- Lead and deliver a comprehensive Regular Giving strategy, with a focus on growing income and donor numbers from mass fundraising channels to support University of Manchester priorities.
- Design and implement a multichannel programme of audience-focused activity to support strategic goals – using mail, phone, digital, community, and relationship fundraising as appropriate to engage and develop key audiences.
- Prepare and manage detailed budgets and activity plans for DDAR's regular giving activities.
- Establish, monitor and report on key metrics such as the response and return on investment of different solicitation methods to measure progress and ensure effective use of resources to achieve strategic goals.
- Have overall responsibility for achieving performance targets relating to Regular Giving activity.
- Embed strategic and data-led supporter journeys into the Regular Giving programme, working closely with colleagues in the Supporter Engagement, Communications, Donor Experience, Legacy and Major Gifts teams to move audiences along the donor pipeline.
- Ensure all Regular Giving activity is aligned with the wider priorities of the Division of Development & Alumni Relations and the University.

- Proactively identify opportunities for the Regular Giving programme to add value to other programmes and areas, and work with colleagues to realise these.
- Work collaboratively with colleagues in the Operations team to use insight and analytics to understand audiences, evaluate activity and inform future strategy.
- Support, develop and motivate team members, setting clear workplans and ensuring team members receive appropriate coaching and mentoring role.
- Act as the University's subject-matter expert for Regular Giving, whilst maintaining an understanding and awareness of the University's broader fundraising functions and goals.
- Provide high-level strategic support and consultancy to senior members of the academic community to support their involvement in fundraising.
- Act as an ambassador both internally and externally for the University.
- Build and maintain a strong sector network and awareness of innovation and best practice across Regular Giving fundraising. Actively seek out good ideas to strategically grow the Regular Giving programme.
- Undertake travel as required, and be flexible to work outside normal hours where necessary.
- Undertake other such duties as may be required from time-to-time by senior leadership of the Division and the University.
- Actively contribute to the values and culture of the University and the DDAR team within your working practice and relationships.

Essential knowledge, skills and experience

- Significant experience of successfully planning, managing and delivering complex multichannel fundraising programmes, including mail, telephone and digital solicitation.
- A strong understanding and evident experience of audience and donor segmentation, and the use of insight to inform strategy and drive performance.
- Demonstrable experience of building and embedding audience-focused strategies and fundraising supporter journeys.
- Excellent verbal and written communication skills, with the ability to turn complex information into compelling fundraising and stewardship copy for a variety of media and audiences.
- Experience and success in managing the creative process – including successfully briefing and managing relationships with creative agencies and suppliers.
- A proactive approach to work, with experience of using creative thinking to find innovative and fresh solutions, and supporting others to do the same.
- Experience leading and motivating a team to successfully achieve targets.
- Experience of working with a wide range of colleagues from a variety of disciplines across a large and complex organisation to deliver projects and achieve strategic goals.

- A commitment to excellent supporter care, and a passion for delivering an exceptional donor experience.
- An understanding of the role Regular Giving plays in the Major Gift and Legacy pipeline, with the ability to identify and evaluate opportunities to add value across other income streams.
- The ability to work under pressure and to effectively prioritise a varied and diverse workload.
- A genuine belief in the world-changing power of higher education.
- Willingness to work outside normal hours when appropriate and undertake travel within the UK, and if required, internationally.

Desirable skills, experience and knowledge

- Experience of working in Higher Education fundraising.
- Experience of effectively managing an in-house telephone fundraising function.
- Experience of developing and implementing fundraising strategies for key international markets.

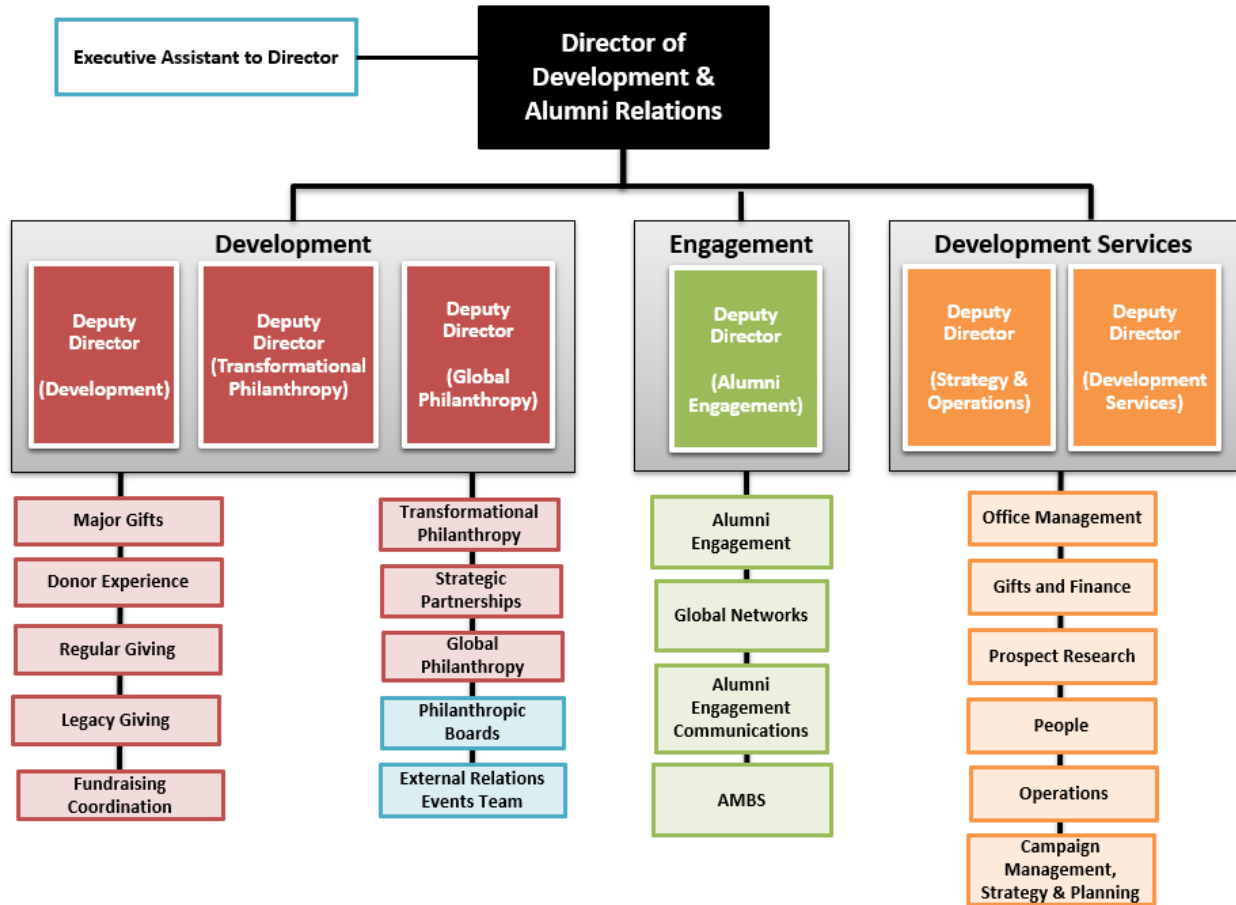
Attributes: aligned with the Manchester Mindset framework

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 Regular Giving, you'll model a range of Manchester Mindset behaviours, including:

- Making a positive difference through collaboration with other teams to achieve our shared goals.
- 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.

No candidate will meet every single desired qualification we have listed above. If your experience looks a little different from what we've identified, and you think you can bring value to the role, we'd love to learn more about you.

Reporting structure for the role



Fundraising at The University of Manchester

As a member of the University's fundraising team, you'll have access to a robust support structure that enables you to do your very best work. This includes regular training and development opportunities; access to detailed reports, data, and management information to guide and inform your fundraising; an expert team of Operations and Prospect Research colleagues supporting your work; and the full engagement of senior University leadership.

As part of an experienced and supportive network of fundraisers, you'll have plenty of opportunities to collaborate and share best practice. You'll also have access to a whole host of learning and development opportunities to help you develop core skills like personal effectiveness, leadership, and management.

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 25 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:

www.manchester.ac.uk/aboutus/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.

- We help the brightest people to fulfil their potential, regardless of their background.
- We help our researchers make new discoveries and breakthroughs to improve our world.
- We 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.

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 professional 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 on passports and visas](#), travel to the UK, accommodation and a number of other practical considerations.

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.

Questions about the role

If you have any questions about this role, or would like to have an informal conversation before applying, we'd be delighted to chat. Please feel free to get in touch with either of the following people:

Louise Wells, Head of Supporter Engagement (line manager): louise.wells@manchester.ac.uk