

THE UNIVERSITY OF MANCHESTER
PARTICULARS OF APPOINTMENT
PROFESSIONAL SERVICES
DEVELOPMENT AND ALUMNI RELATIONS

Job title:	Campaign Volunteering Officer
Grade:	Grade 6
Hours:	Full-time – 35 hours per week
Start/duration:	Fixed-term Contract to 31st July 2027
Based at:	Oxford Road, Manchester, with hybrid working

Right now is Manchester's time to shine. We are preparing to launch our first ever major fundraising and volunteering campaign. To make that happen, we are building an exceptional team of people to champion bold thinking that is rooted in impact.

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.

About the role

The role will be challenging, rewarding, and will achieve something distinctive in UK higher education, which will have a huge positive impact on our institution and on our communities. The University has a strong track record of volunteering across its staff, students, alumni and cultural institutions, and this role will be key to evidencing the impact of this activity. Co-ordinating the volunteering element of the campaign, you'll identify, establish and curate programmes, measuring their success, and showcasing their impact. You'll work closely with volunteer leads from across the university, ensuring a co-ordinated approach, and that there are a robust set of programmes; and with volunteers themselves to ensure their contribution is celebrated.

Campaign planning and development

Work with colleagues across the University to create, refine and deliver the Volunteer Campaign roadmap.

Monitor and ensure delivery against the requirements of the Campaign Business Case, ensuring delivery against benefits and milestones.

Ensure that campaign outputs align with existing desired outputs, outcomes and impact measures.

Plan and deliver workshops involving project partners and stakeholders to generate ideas, confirm approach, share information and create awareness in support of the delivery of the campaign.

Manage logistics for campaign development meetings, including venues, attendance, agendas, and action logs.

Programme delivery

Co-ordinate volunteering campaign programmes led by multiple stakeholders to provide a robust schedule of activity in the lead up to campaign launch, at campaign launch itself, and for the duration of campaign.

Identify, undertake due diligence of, and develop relationships with third-party partners who will use staff, student and alumni volunteers in their programmes.

Deliver volunteering programmes, particularly those aimed at alumni, which deliver against campaign objectives and targets, including design, logistics, participation and reporting.

Work with the Head of Regular Giving and Head of Supporter Engagement to exploit opportunities for volunteering programmes to align with regular giving, prospect cultivation, and donor relations.

Ensure that volunteering opportunities for fundraising prospects are considered and built in to alumni volunteering activities.

Stakeholder management

Manage relationships with key stakeholders to secure their active participation and update them on the progress of campaign through one-to-one meetings, briefing sessions and presentations.

Cultivate relationships with selected notable and influential alumni to involve them in prominent volunteering roles.

Develop and lead a programme and procedures for the management of senior alumni volunteers and campaign ambassadors, including induction and recognition, acting as first point of contact for this activity.

Develop procedures for the management of senior alumni volunteers and campaign ambassadors that includes recognition opportunities.

Deliver other alumni engagement activity as required by the Deputy Director (Alumni Engagement) and Senior Alumni Officers.

Communications

Brief and draft communications that promote volunteering opportunities, acknowledge their contribution, and which celebrate the achievements of volunteering, working closely with communications colleagues. Consider objectives, audience, messaging and measures of success for these communications.

Commission events from the External Relations Events Team which promote opportunities to volunteer, and which themselves involve volunteering activities.

Demonstrating impact

Proactively build relationships with colleagues to ensure information on volunteering by staff, students and alumni is reported toward campaign targets.

Work collaboratively across stakeholders to ensure data is input in a timely fashion and any errors or misunderstandings are worked through collaboratively.

Proactively identify the need for reports, and contribute to their design, development, and the processes for delivery.

Ensure that the volume benefits and impact of volunteering are recorded and are available for reporting requirements.

Establish requirements for campaign reporting processes and systems, and work with colleagues to introduce them.

Person specification

Highly developed interpersonal and relationship management skills with which to motivate, influence and inspire internal colleagues and external associates at all levels.

Strong verbal communication skills with the ability to explain complex information to broad and varied audiences in a digestible way.

Excellent written communication skills and a keen eye for detail, with the ability to present information in a way that is clear, concise, accurate, persuasive and engaging.

The ability to manage and negotiate with external suppliers and agencies.

Evidence of a positive, enthusiastic and creative approach, with the drive and tenacity to deliver new initiatives and programmes with minimum supervision.

Possess the resilience to manage competing priorities, utilising good organisation and time management skills to deliver on multiple activities simultaneously to deadline and within budget.

Possess strong problem-solving skills, with the ability to innovate, evaluate alternative courses of action and formulate recommendations.

Have the ability to work flexibly and to co-operate effectively as part of a team, whilst equally being able to work own initiative and ability to facilitate agreed programmes independently.

Experience of working with groups and individuals from a wide variety of backgrounds, ages and nationalities.

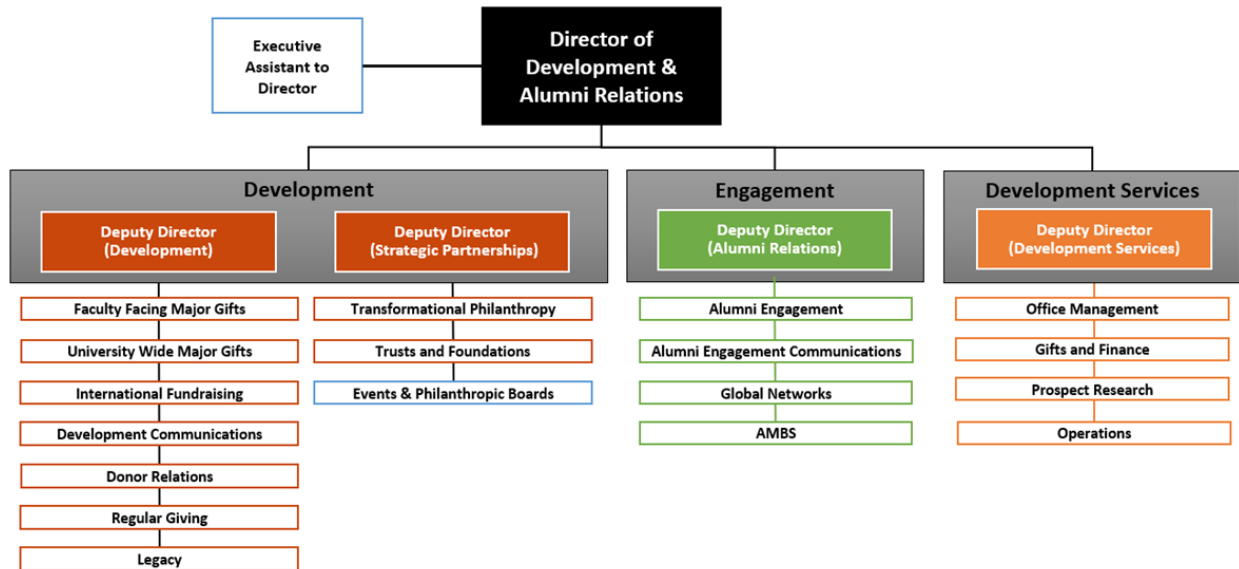
Demonstrate a strong track record in creating, planning and delivering compelling engagement or volunteering programmes and events, and extensive experience of working with or managing volunteers.

A proficient IT user with experience of CRM systems and a good understanding of the implications of data protection regulations on day-to-day work.

Understanding of the role and importance of alumni engagement and fundraising in UK Higher Education.

Evidence of a willingness to work outside normal office hours and to undertake travel.

Reporting structure for the role



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.

You can read more about our University's vision, values and strategic plan [here](#).

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 550,000 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.