

NOTE This job description does not form part of the employee's contract of employment but is provided for guidance. The precise duties and responsibilities of any job may be expected to change over time. Job Holders should be consulted over any proposed changes to this job description before implementation.

JOB TITLE: *Development Manager (Major Gifts)*
REPORTS TO: *Head of Development and Fundraising*
DEPARTMENT: *Development, Marketing Communications and Development*
GRADE:

PURPOSE:

This post will support the delivery of a strategic Development programme to drive the growth and diversification of the University's philanthropic income.

The post holder will work closely with the Head of Development and Fundraising to develop opportunities which inspire and engage Westminster's vibrant global community of alumni and supporters to donate six-plus figure gifts to projects improving the employability of our students and local community.

PRINCIPAL ACCOUNTABILITIES:

1. To develop and manage a portfolio of strategically important and high value prospective donors and be responsible for soliciting six-plus figure gifts to support the University's fundraising priorities aligned to the 'Being Westminster 2023' strategy
2. Work closely with the Head of Development and senior academic colleagues to progress relationships with prospective donors to the point where they can be asked for a major gift. This includes advising on the best approach for prospect engagement and ensuring a collaborative cultivation strategy is adopted
3. To line manage the Development Officer (Trusts & Foundation) and Development Officer (Major Gifts), ensuring they have the resources and support available to secure significant philanthropic income to advance the institution and the breadth of opportunities available to our students
4. Independently write compelling proposals, reports and presentations to prospective donors. This includes building an effective case for support, drafting detailed project costs and financial information related to the project, interpreting academic content and presenting the information in an accessible style and layout
5. To support the delivery of cultivation events across the Development Team to enhance supporter engagement with the University's fundraising priorities

6. To identify and articulate additional projects that are suitable for securing philanthropic income into the university and which are strategically aligned to the 'Being Westminster 2023' strategy
7. Demonstrate a full understanding of the University's responsibilities to its donors and uphold the University's policies on the acceptance of gifts
8. To ensure that portfolio activity is maintained on the CRM system in an effective and efficient manner – and in line with department processes – to allow reporting at all stages of the cultivation lifecycle
9. To implement best practice across Development activities by keeping informed of new approaches within the sector and charitable giving in general
10. Offer support and take up any duties, within your competence, assigned by the Head of the department

CONTEXT

29 Marylebone Road presents a significant opportunity to demonstrate our commitment to inclusive enterprise by enabling the maximum number of students to experience the opportunities of new enterprise, whilst also providing access to a diverse body of entrepreneurs and businesses in our local community.

The Development team's primary purpose is to secure philanthropic income for projects from a diverse range of funders whose values align to the University's. The team does this by inspiring and engaging a vibrant, global community of alumni and supporters to build lifelong and mutually beneficial relationships with the institution.

The Development team work closely alongside Alumni Relations, Marketing, Communications and Design, as well as the recently formed Business Engagement Directorate, to deliver an integrated approach to the University's relationships with its key external stakeholders.

DIMENSIONS

The postholder will line manage and develop two Development Officers.

This post is all about relationship building and securing gifts to support the development of the University. The post holder will be expected to meet with prospects frequently (either virtually, on campus or at a location stated by the prospect).

This role will be expected to manage a varied workload with minimal direct supervision.

The post holder will be expected to support key Marketing, Communications and Development activity which may include some unsocial working hours.

The post holder will operate in a workplace that is accepting and respectful to a diverse array of stakeholders from multiple backgrounds, ethnicities and beliefs.

At the University of Westminster, diversity, inclusion and equality of opportunity are at the core of how we engage with students, colleagues, applicants, visitors and all our stakeholders. We are fully committed to enabling a supportive and safe learning and working environment which is equitable, diverse and inclusive, is based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable.

The University requires all postholders to have an understanding of individual health and safety responsibilities and an awareness of the risks in the work environment, together with their potential impact on both individual work and that of others.

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| | <i>Essential Criteria</i> | <i>Desirable Criteria</i> |
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| Qualifications | <ul style="list-style-type: none"> • Educated to degree level or demonstrate equivalent experience • Membership of a relevant professional body (e.g. CASE) | |
| Training and Experience | <ul style="list-style-type: none"> • A successful and demonstrable track record of securing 6+ figure donations • Proven ability to successfully manage a portfolio of high value donors and prospective donors, from a range of diverse backgrounds. Successful experience of writing compelling and persuasive funding proposals, reports and presentations. • Proven successful experience in both establishing and building on key relationships with a range of individuals, including both internally and externally, remaining aware of the changing nature and sensitivities of relationships over time. • Proven ability to identify appropriate sources for philanthropic income. • Experience of line managing a small team • Experience of implementing process changes • Advanced working knowledge of economic/social context and related challenges within the HE sector • Experience of working with CRM systems • Experience of handling confidential data with tact and discretion, with good practical knowledge of the Data Protection Act • To have an understanding of individual health and safety responsibilities and an awareness of the risks in the work environment, together with their potential impact on both | <ul style="list-style-type: none"> • Experience of working within a Development and Alumni Relations/Advancement function within a UK HEI • Experience of The Raiser's Edge |

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| | individual work and that of others. | |
| Aptitudes and Abilities | <ul style="list-style-type: none"> • Compassionate line manager, supporting continued professional development and inspiring colleagues to aim high • Excellent interpersonal, networking and verbal communication skills and proven credibility in engaging senior internal and external stakeholders, clients and donors • MS Office proficiency and experience with Excel spreadsheets • Ability to work well under pressure and to successfully manage several projects simultaneously, to deadline | |
| Personal Attributes | <ul style="list-style-type: none"> • Fully committed to contributing to a stimulating learning and working environment which is supportive and fair, based on mutual respect and trust, and in which harassment and discrimination are neither tolerated nor acceptable • A proven record of working cooperatively and flexibly as part of a team • Commitment to the role of philanthropy within a University setting • The ability to work sensitively with a wide range of influential people • Ability to gain confidence, respect and co-operation of senior figures both within the organization and externally <p>Resilient and tenacious</p> | <ul style="list-style-type: none"> • Demonstrable interest in enterprise, young graduate achievements and employability |
| Other | <ul style="list-style-type: none"> • The post holder will be expected to work unsocial hours on occasion • There may be elements of both national and international travel expected within the nature of the role | |