

Job Detail

(Overview, Role Detail and Person Specification)

Marketing, Recruitment and External Relations

Development Officer – Grade 6

Role Title: Development Officer

Reports To: Strategic Development Manager, Alumni Engagement & Development Team, Marketing, Recruitment and External Relations

Overview

We are looking for an energetic, creative, and driven Major Gifts Development Officer to work with us at the University of Salford. The role sits within the Alumni Engagement & Development Team, within the Directorate of Marketing, Recruitment and External Relations. The Directorate is responsible for a wide range of activities that promote and engage with the University's external environment and stakeholders.

The single objective for the role of Development Officer is to raise funds and build long-term relationships with alumni, high net worth individuals, companies, and charitable trusts & foundations to advance the strategic priorities of the University.

The University of Salford was founded in 1896 in response to the needs of industry. We provide real-world learning and proudly collaborate with industry to develop highly employable graduates. We are the fastest growing University in the North West and the fifth fastest in the UK, with over 25,000 students, 2,300 staff and a global alumni community of over 190,000.

It is an exciting time for the University. We have bold and ambitious plans for growth and development. Over the next 10 – 15 years we will undergo a radical transformation through the delivery of the Salford Crescent Masterplan; a £2.5bn, 240-acre major regeneration programme to create a world class, globally recognised destination for people to live, learn, work, visit and play. Our Masterplan presents an opportunity for an institutional step change in how we approach philanthropy and the role it will play in realising our ambitions for the campus and beyond.

The University has also recently co-signed a Civic University Agreement – the biggest of its kind - setting-out a commitment of collective action on six priority areas for the region: education and skills, reducing inequalities, jobs and growth, the digital economy, net zero, and the creative and cultural economy.

Within this framework, the Development Team, and the Development Officer in particular, have a vital role to play. The Development Officer will be critical in sourcing new major philanthropic gifts and developing our existing relationships to support key projects and programmes across the institution. The post holder will be personally responsible for a portfolio of prospects and donors as part of a wider fundraising team. The prospects may be individuals (alumni and non-alumni), trusts & foundations and companies.

We are looking for someone who is enthusiastic, creative, and able to work proactively to identify opportunities and follow leads. The candidate must have strong people and communication skills, a focus on delivering results and be resilient. Applicants should be educated to Degree level (or equivalent) and have relevant work experience in either Higher Education or charity sector major gifts fundraising.

Role Detail

Role Purpose

The main purpose of this role is to build strong and lasting relationships with a defined group of potential and existing supporters, to raise funds and achieve financial targets.

Your role will be to help realise strategically impactful projects through gifts, grants, and in-kind donations and to have direct responsibility over a pool of donors and prospects.

A key indicator of success will be the maintenance of strong relationships with past and current donors, the ability to renew existing gifts and the amount of new funds raised and donors secured.

Responsibilities

Strategic

- Play an active role in the continued development of the fundraising strategy and the donor/prospect engagement strategy and programme of activity.
- Increase the level of philanthropic funding secured by the University.
- Contribute to the delivery of the Crescent Masterplan with philanthropic funds.
- Build trusting and influential relationships with senior staff, academic colleagues, and professional services staff; raising the profile of philanthropy, ensuring collaborative working, and identifying opportunities to source new funds and deepen impact.

Fundraising

- Manage a pool of assigned prospects, including alumni, high net worth individuals, corporates and charitable trusts and foundations.
- Hold regular meetings with prospects and donors to understand their interests and connect them to institutional priorities. Build long-term strategic relationships with your pool of prospects and donors.
- Identify and shape strategic projects and programmes with philanthropic potential. This includes creating compelling 'cases for support' that align with donor interests.
- Enable and facilitate productive and positive conversations between senior and academic colleagues and relevant prospects and donors. Play an active role in building and enhancing the relationship between funders and colleagues.
- Adopt a target-driven approach, focused on results in terms of donor and prospect recruitment, cultivation, asking and stewardships.
- Achieve targets agreed with the Strategic Development Manager in terms of income, number of requests, prospects in active cultivation, repeat donations and positive endorsements of the University by supporters.
- Utilise the Raiser's Edge database to hold engagement plans for prospects and donors and ensure that all activity, information, and interactions are kept up to date.
- Ensure adherence to data protection legislation and exercise discretion in communicating information to safeguard the confidentiality of the Development Office.

Stewardship & Communications

- Work with the Donor Engagement Officer to ensure that donors are appropriately engaged with the programmes / projects they have funded, leading to strong account management and renewals.
- Play an active role in the solicitation and stewardship of gifts, including defining and agreeing gift agreements (where appropriate), providing timely reports and feedback, maintaining communication, and preparing for second and subsequent requests for investment.
- Providing ideas and copy for stories and features on gifts, donors, and the impact of giving to Salford for donor newsletters, alumni and University communications (magazines, web pages and electronic communications)
- Be the primary point of contact for your assigned prospects, donors, and associated projects, to enable an effective and streamlined communication channel from external stakeholders into the University and vice versa.

- Be the 'front door' of the University for new prospect enquiries by telephone, email and in person.

Additional

- Be willing to travel to maintain close personal relationships with supporters (mostly around the Greater Manchester area but also throughout the UK. Occasional overseas travel may be required).
- Be prepared to attend evening and weekend events on occasion.
- Comply with the personal health and safety responsibilities specified in the University Health and Safety policy.
- Engage with the University's commitment to deliver value for money services that optimise the use of resources by maintaining a cost-conscious approach when undertaking all duties and aspects of the role.
- Promote equality and diversity for students and staff and sustain an inclusive and supportive study and work environment in accordance with University policy.

This role detail is a guide to the work you will initially be required to undertake. It may be changed from time to time to meet changing circumstances. It does not form part of your Contract of Employment.

Person Specification

Qualifications

	The successful candidate should have:	Essential/ Desirable	Tested by* A, I, P, T
1	Degree or equivalent qualification	Essential	A
2	A willingness to work out side normal working hours (evenings and weekends) as required	Essential	A

Background & Experience

	The successful candidate should have:	Essential/ Desirable	Tested by* A, I, P, T
3	Demonstrable experience in major gifts fundraising (from both HNWI and Trusts and Foundations)	Essential	A, I, T
4	Experience of writing successful funding proposals and grant applications	Essential	A, I, T
5	Demonstrable experience of managing & achieving challenging targets (of all kinds)	Essential	A, I
6	Experience of using databases (preferably Raisers Edge)	Desirable	A, I

Knowledge

	The successful candidate should have demonstrable knowledge of:	Essential/ Desirable	Tested by* A, I, P, T
7	Excellent written and analytical skills and evidence of strategic thinking	Essential	A, I
8	High level of interpersonal skills, including the ability to motivate and manage others	Essential	A, I
9	Excellent organisational skills with attention to detail and a highly developed sense of the role that fundraising plays in higher education	Essential	A, I
10	Ability to adjust to changing priorities, meet deadlines and targets.	Essential	A, I
11	Knowledge of the trusts and foundations landscape (with particular reference to those that support University or healthcare causes)	Desirable	A, I
12	Demonstrable knowledge of contact legislation (GDPR, PECR etc) and its impact on alumni engagement and development.	Essential	

Skills & Competencies

	The successful candidate should demonstrate:	Essential/ Desirable	Tested by* A, I, P, T
13	Demonstrate competence in a variety of computer applications, including database, spreadsheet, word processing programs and the internet.	Essential	A, I,
14	Ability to work independently as well as establish and maintain harmonious relations with a diverse constituency	Essential	A, I
15	Positive attitude and friendly approach in dealing with colleagues and clients	Essential	A, I
16	Be creative in using limited resources to ensure activities have maximum impact.	Essential	I

17	Understand the importance of the University as a worthwhile charitable cause.	Essential	I
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A = Application form, I = Interview, P = Presentation, T = Test

Details of any assessments required will be provided in the invitation to interview letter.

- Appointments to grades 1 to 6 will normally include a competency-based interview and work based simulation exercise

Candidate guidance

Within your supporting statement you should describe how your skills and experience match the criteria listed in the person specification. Please provide narrative to each of the key sections (Background & Experience, Knowledge and Skills & Competencies).

Strong applications will demonstrate experience relevant to the **essential** and **desirable** criteria. You should aim to be as **concise and succinct** as possible when providing your narrative, as this will greatly assist the shortlisting panel in reviewing your application.
