



**University of London
Job Specification**

Job Title: Head of Campaigns and Philanthropy Operations

Department: Philanthropy and Alumni Engagement

Level: 09 (AMP)

Job Purpose:	<p>The Head of Campaigns and Philanthropy Operations is a key role in the Philanthropy and Alumni Engagement team and is responsible for shaping the development and delivery of University of London fundraising campaigns, ensuring coordination of cross-functional teams and resources to deliver high-quality initiatives and donor relations activities.</p> <p>The post holder will lead a team responsible for delivering:</p> <ul style="list-style-type: none"> - Seamless philanthropic operations in support of the University's priorities - Fundraising campaigns governance and reporting - High-impact donor relations activities - Strategic programme of cultivation events <p>The postholder will be a member of the senior management team in the Philanthropy and Alumni Engagement department.</p>	
Job Content:		
<p><u>Campaigns Management</u></p> <ol style="list-style-type: none"> 1. Support the successful delivery of fundraising and engagement campaigns focussed on the University's strategic fundraising priorities. <ol style="list-style-type: none"> a. Establish a project management system to track the progress of each of the fundraising priorities. b. Collaborate with cross-functional teams to ensure alignment of activities and operational efficiency of the campaigns 2. Lead on the creation and delivery of strategic fundraising events programme; oversee the Philanthropy Events Manager and support them to: <ol style="list-style-type: none"> a. Develop and deliver a comprehensive fundraising events strategy that supports the University's major fundraising campaign and other fundraising priorities. b. Develop and manage the budget for the cultivation events programme, ensuring efficient use of resources; c. Provide regular reports on event outcomes. 3. Work closely with the internal teams (Philanthropy and Alumni Engagement) to support specific fundraising campaigns – to include shaping cultivation strategies, event planning and producing campaign materials to enable donor interactions. 		

- a. Work closely with the Prospect Research and Donor Insights Manager to build an understanding of major donor motivation and to provide insight and strategic advice to the Deputy Director of Philanthropy and Director of LTP Fundraising Campaign, and Director of Philanthropy and Alumni Engagement in support of major donor fundraising.
- b. Ensure that the Campaigns and Philanthropy Operations team works closely with the Philanthropy and Alumni Engagement teams within the Philanthropy and Alumni Engagement department to:
 - i. Ensure all fundraising campaign activity is recorded and linked to the cultivation and solicitation of donors; and that data is utilised to assess effectiveness of initiatives;
 - ii. Design and produce effective reports to track campaign performance so as to enable informed decision-making for fundraising.

Campaign Governance and Reporting

4. In line with existing University-wide procedures, establish a process to identify, manage and mitigate key risks relating to the successful delivery of each fundraising campaign (including financial, reputational/ethical and operational risks).
5. Represent the Philanthropy and Alumni Engagement department on appropriate working groups across the University relating to fundraising activities (e.g. LTP Project Delivery group), ensuring philanthropy remains high on internal agendas.
6. Drive the coordination of Philanthropy and Alumni Engagement department working groups to support the delivery of fundraising campaigns, working closely with colleagues across the department to ensure all relevant stakeholders are involved – for example, bringing together/chairing the LTP Fundraising Taskforce within the team.
7. Act as an ambassador for the Philanthropy and Alumni Engagement department and all fundraising campaigns across the University – including internal colleagues, external partners and with our federal member institutions to build and embed a culture of philanthropy across the University of London.
8. In collaboration with the Senior Philanthropy and Operations Manager, establish a set of Key Performance Indicators for the effective management of all fundraising campaigns and ensure regular and robust reporting on these measures of success.

Legacies

9. Work closely with the Alumni Engagement and Philanthropy teams to ensure operational efficiency of the UoL legacy programme, including:
 - a. Delivery of high-level stewardship of donors to the '1836 Society'
 - b. Accurate recording of all legacy interest and commitments, creating a pipeline of future legacy donors and regularly reporting on the health of the programme.
 - c. Where appropriate, and following professional body guidance, recording of potential legacy amounts and direction of pledges.
10. Oversee the thoughtful administration of legacy activities and the receipt of legacy gifts, liaising with colleagues in Legal Services and Finance as appropriate; including engaging with the families, friends and executors of legacy donors.
11. Create and maintain a mechanism for the dispersal of unrestricted legacies received by the University; liaising with staff across the University as appropriate.

Donor Relations Management

12. Position the role of Head of Campaigns and Philanthropy Operations as the expert resource for all colleagues regarding best practice for high quality stewarding of donors, prospects, friends and supporters.
13. Build a sector-leading donor experience that acknowledges, recognises and measures the transformational impact of philanthropy at UoL.
14. Lead on the University's donor relations strategy ensuring the delivery of professional and inspiring stewardship activities including:
 - a. Alignment of all stewardship activity, including policies, procedures and standards to ensure it meets the long-term major donor and engagement strategies;
 - b. Building a comprehensive understanding of donor motivation and providing insight to the fundraising team to enable cultivation strategies to engage potential donors and steward their relationship with the University;
 - c. Shaping a programme of targeted activity for each fundraising priority that engages major donor prospects and is designed to grow the pool of potential donors;
 - d. Developing special and focussed opportunities for prospective donors such as high-profile events (e.g. exclusive dinners, private views, tours etc.);
 - e. Producing campaign materials – working closely with colleagues in Strategic Communications and Marketing and the Alumni Engagement team – that will support individual and group engagement.
 - f. Establish clear processes for effective donor management, including acknowledgement, recognition and reporting.
15. Manage the Donor Relations Officer and direct colleagues across the Philanthropy and Alumni Engagement department and University to develop and deliver support for the thoughtful and professional stewardship of all donors to the University; including the production of gift agreements, pledge reminders and donor acknowledgments as well as reports and stewardship publications.
16. Within the Philanthropy and Alumni Engagement department, ensure that the Campaigns and Philanthropy Operations team records all data effectively, as well as recording, tracking and monitoring of all donor activity and actions in the CRM system in order to enable effective and efficient reporting.

Philanthropy Operations

17. Line manage the Senior Philanthropy Operations Manager, ensuring that data and information projects are prioritised to best support the objectives of the department.
18. Provide strategic direction and support to the Campaigns and Philanthropy Operations team to ensure accurate processing, recording, and receipting of gifts, as well as ongoing administration of donations and pledge commitments.
19. In collaboration with Philanthropy and Alumni Engagement teams, enable support for alumni and fundraising events, communications and campaigns activities.
20. In collaboration with the Senior Philanthropy Operations Manager, regularly review all data systems to ensure that the Philanthropy and Alumni Engagement department's information and data management is fit for purpose.

<p>21. Act as the senior point of contact between Blackbaud and the University, and work closely with all relevant internal stakeholders on the renewal of all philanthropy operations related contracts, following established UoL procurement guidelines. This will include actively working with colleagues in Legal Services, ITDS and Finance.</p> <p>22. In collaboration with the Senior Philanthropy Operations Manager, and Fundraising (Prospect) Research Manager, develop and maintain the Philanthropy and Alumni Engagement department's policies and procedures relating to the processing of alumni and supporter data and gift acceptance.</p> <p>23. Manage the Campaigns and Philanthropy Operations budget ensuring that all activities meet agreed budgetary targets and that all financial risks are actively managed.</p> <p>24. Act as the data steward for the Philanthropy and Alumni Engagement department, regularly liaising with the University's Data Protection & Information Compliance team to ensure compliance with all relevant legislation.</p> <p><u>Campaigns & Philanthropy Operations Team Leadership and Management</u></p> <p>25. Inspire the team to strive for excellence in all aspects of their work.</p> <p>26. Provide strategic leadership to team members, ensuring they feel connected to the mission of the wider Philanthropy and Alumni Engagement department and understand the value and importance of their contribution to the mission of the University of London.</p> <p>27. Support individuals within the team and provide them with guidance and opportunities for relevant skills development and professional development opportunities.</p> <p>28. Work with the team to set relevant team and individual objectives and monitor progress against these throughout the year.</p>	
<p>Reports to:</p> <p>Responsible for:</p>	<p>Deputy Director of Philanthropy and Director of LTP Fundraising Campaign.</p> <ul style="list-style-type: none"> • Donor Relations Officer • Philanthropy Events Manager • Senior Philanthropy Operations Manager <ul style="list-style-type: none"> ○ Information and Data Selections Manager ○ Data Imports and Gift Processing Manager ○ Data Partnerships Officer
<p>Additional demands of the role:</p>	<p>The postholder will be expected to work flexibly to meet the requirements of their role and to travel as and when required.</p>

<p>Person Specification</p>
<p><u>EXPERIENCE & PERSONAL QUALITIES</u></p> <p><i>Essential:</i></p> <ul style="list-style-type: none"> • A strong awareness of the “big picture” issues relating to the University, the HE sector generally and the wider political scene and how this will affect the Philanthropy agenda

- Confidence in working with senior staff
- A thorough understanding of campaign management, legacy fundraising and donor relations
- The ability to participate in networks both internally and externally
- The ability to resolve problems with a “can-do” attitude
- The ability to delegate effectively to other team members in the Philanthropy and Alumni Engagement department, agree clear objectives with all those in the team and ensure agreed tasks are carried out
- The ability to prioritise actions, respond to competing demands and advise the Director of Philanthropy and Alumni Engagement or other senior leaders at the University appropriately
- Experience of building and manage mutually beneficial partnerships and networks, both internally and externally, to create opportunities for the University
- Data literate, and able to analyse and present data clearly and effectively to a wide variety of audiences
- Experience of managing teams.
- Ability to deal tactfully and effectively with staff at all levels, demonstrating discretion where appropriate
- Understanding of how to manage the reputational risk with the Philanthropy and Alumni Engagement department’s key audiences, ensuring campaigns strategies, legacy fundraising and stewardship activity all adhere to agreed ethos and values.
- A thorough and detailed approach with meticulous attention to detail
- Excellent interpersonal skills and the ability to form effective relationships with stakeholders across the University of London and with external suppliers.
- Articulate and literate - able to present to top level staff (internally and externally) and produce written work of the highest quality
- The ability to support internal networks to maintain relationships over time and establish new communication channels
- Experience of taking responsibility for authorising expenditure and reconciling accounts

Desirable:

- Ability to lead through change and help teams define their function, to include facilitating the learning and development of others
- Experience of working with an institution which is both international and complex.
- Understanding of recruitment, interview and induction processes.

TECHNICAL KNOWLEDGE & SKILLS

Essential:

- Experience of financial/budget management and planning
- Exceptional IT and administrative skills, including a good working knowledge of Microsoft Office packages.
- Strong literacy and numeracy skills
- The ability to receive, understand and convey complex ideas e.g. report writing and data analysis.
- Experience of analysing and assessing large amounts of information and data
- Understanding of the function, purposes and workings of customer relationship databases and systems.

EDUCATION & PROFESSIONAL QUALIFICATIONS

Desirable:

- Educated to degree level or equivalent calibre.

Competency Requirements	Essential	Desirable
Adapting to change	C	D
Commercial awareness	C	
Creativity and innovation	C	D
Customer focus	C	D
International engagement	C	
Interpersonal understanding	C	
Leadership	C	D
Managing resources	C	
Organisational commitment	C	D
Proactivity and planning	C	D
Problem solving and decision making	C	D
Performance Management	C	
Resilience	C	
Stakeholder focus	C	D
Striving for excellence	C	D
Working collaboratively with others	C	D
<p>Competencies are scored on an A-D scale, with D representing the highest demonstration of the competency.</p> <p>For further information on each of the competencies and relevant levels, please refer to the University's Competency Model http://www.london.ac.uk/5258</p>		