



## 1 Advertisement

**Post Title:** Development Manager

**School/department:** Development & Alumni Relations Office: Division of Communication, Marketing and Advancement

**Hours:** full time or part time hours considered up to a maximum of 1FTE. Requests for flexible working options will be considered (subject to business need).

**Contract:** permanent

**Reference:** 8080

**Salary:** starting at £35,333 to £42,155, pro rata if part time

**Closing date:** 24 January 2023. Applications must be received by midnight of the closing date.

**Expected Interview date:** to be confirmed

**Expected start date:** to be agreed

This is an exciting time to be joining the University of Sussex, with a new Vice Chancellor and an ambitious programme of development, plus a growing team that works collegiately. Reporting to the Head of Development, the Development Manager will devise and implement strategies for recruiting, retaining and expanding the number of major gift donors (£5k+) to the University.

The Development and Alumni Relations Office (DARO) is part of the Communications, Marketing and Advancement Division within Sussex. DARO is responsible for the University's philanthropic fundraising and for developing and maintaining excellent relationships with the growing international community of alumni and friends of the University. As well as engaging with an active network of more than 120,000 alumni worldwide, the team is also responsible for organising Sussex's corporate events and graduation ceremonies, which are flagship milestones in the University's calendar.

The University of Sussex was founded in 1961 and led the way in developing interdisciplinary research and studies. Today, we're a leading research-intensive university with over 140,000 alumni across the world. Driven by our 2025 strategic vision and our values, our ambition is to create a better University for a better world. If you share our vision and values, and are an experienced, tenacious and self-driven fundraiser, we would be very keen to hear from you.

For informal enquires please contact Julie Baker at Richmond Associates [info@richmond-associates.com](mailto:info@richmond-associates.com)

For full details and how to apply see our [vacancies page](#)

*The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.*

**Please note: The University requires that work undertaken for the University is performed from the UK.**

## **2. Communications Marketing & Advancement / Development and Alumni Relations**

The Communications Marketing & Advancement Division is responsible for enhancing the reputation of the University and profiling the institution's vision and aims to a wide range of stakeholders including media, staff, students, alumni, supporters, prospective students, government, business and the public.

The Division is responsible for promoting the achievements of academics and researchers, as well as major developments and partnerships. It works with colleagues across the University to help drive Sussex's reputation as a world-class, innovative institution, whose genuinely avant-garde approach to education is transforming society. Responsible for the recruitment of students, the Division also communicates the University's outstanding education offer alongside the student experience in the UK and internationally.

The Development & Alumni Relations Office sits within the Division and holds responsibility for our alumni engagement programme and for raising funds to support the University of Sussex.

For further information visit: [www.sussex.ac.uk](http://www.sussex.ac.uk)

### **Development and Alumni Relations**

The Development and Alumni Relations Department is part of the Communications, Marketing and Advancement Division. The Department is responsible for the University's philanthropic fundraising and for developing and maintaining excellent relationships with the growing international community of alumni, supporters and friends of the University.

The department has recently developed a five year strategy that aims to take fundraising to a new level in support of the University's strategic priorities as outlined in Sussex 2025. The momentum provided by their last fundraising campaign – Making the Future – significantly enhanced the engagement of alumni and external supporters with the University, which in turn has inspired donors to support talented scholars and invest in its world-leading research.

The Development and Alumni Relations team manages the relationships with all the University's donors and actively seeks new pathways for continued support in aid of the institution's strategic objectives. As well as engaging with an active network of more than 100,000 alumni worldwide, the department is also responsible for organizing Sussex's corporate events and graduation ceremonies, which are flagship milestones in the University's calendar.

### **3. Job Description**

**Job Description for the post of:** Development Manager

**Department:** Development & Alumni Relations Office

**Section/Unit/School:** Communications Marketing & Advancement

**Location:** Sussex House

**Grade:** Grade 7

**Responsible to:** Head of Development

**Responsible for:** No direct reports

#### **Role description:**

##### **Purpose**

Working closely with colleagues in the Development Team, the Development Manager will devise and implement strategies for recruiting, retaining and expanding the mid-level range of donors by raising gifts (£5K+). Building and managing a portfolio of prospective and existing donors to secure regular, or single major gift donations they will grow philanthropic income in support of the University. Making the most of an existing pipeline, they will develop the University's external contact networks to attract increasing numbers of potential philanthropic donors.

##### **Main duties and responsibilities**

##### **Strategic**

- Working closely with the Major Gifts Team and the Head of Development, to develop and implement cultivation and solicitation strategies to increase philanthropic income amongst existing and prospective donors who have the capacity to make gifts of £5,000 and above.
- With the Head of Development, set and meet key performance and financial targets to increase the number of donors and income to support the Sussex Fund, scholarships and research programmes across the University.
- Working with colleagues in Development and Alumni Relations, contribute towards enhancing the stewardship programme to aid donor retention and increase income.

##### **Fundraising**

- Building and managing a personal portfolio of c.100 prospective and existing donors by cultivating and soliciting major gifts of £5,000 upwards from the University's alumni network, external contacts and corporations.
- Identify prospective major donors with a capacity to give £5K plus, designing and implementing strategies to engage them and interest them in supporting the University.
- Network in order to identify new prospective donors, and to engage volunteers in the identification, cultivation, solicitation and stewardship of new donors.
- Undertake tailored stewardship plans for each donor to ensure engagement and ongoing commitment, in conjunction with colleagues in DARO or other staff members as appropriate.
- Promote legacy giving to secure further pledges, and steward legacy intenders and pledgers in your portfolio to maintain and grow legacy supporter engagement.
- Write compelling and engaging fundraising proposals and cases for support to make the case for philanthropic investment in the University, its students and strategic priorities.
- As and when required, write stewardship reports for donors in your portfolio and content for the web, alumni magazine and social media that showcases the impact of donations on the University, its staff and students and that will encourage continued giving to Sussex.
- Respond promptly to current and prospective donors' queries relating to their gifts.

- Develop good working relationships with key faculty and senior management and engage them wisely and effectively in fundraising approaches.
- Working closely with the Head of Development and the Development Manager (Individual Giving), develop and implement strategies that facilitate the transfer of donors between programmes when appropriate.
- Keep up to date with tax-efficient methods of giving in the UK and overseas.

### **Data, analysis and reporting**

- Ensure that information regarding meeting notes, actions, and follow-up required, is kept accurate and up-to-date using the Raiser's Edge database.
- Report on fundraising performance against agreed targets, identifying giving patterns, ROIs etc.
- Provide quarterly KPIs and annual performance data for the Annual Fundraising Review.

### **General**

- Be an internal and external ambassador for the University, helping raise the profile of philanthropic giving to grow a culture of giving among students, staff, alumni and friends of the University.
- Liaise with other fundraising professionals to keep abreast of new trends and best practice in the sector, as well as research and recommend new activities to enhance alumni commitment to the University.
- Keep abreast of key developments and research projects at the University.
- Undertake any other team work required from time to time, such as assisting during Graduation ceremonies and occasionally attending evening and weekend events, for which time off in lieu will be given.

#### 4. Person Specification

##### SKILLS / ABILITIES

Essential Desirable

Proven ability to prepare compelling and well written proposals, reports and correspondence as necessary	x	
Exceptional written and verbal communication skills demonstrating passion, persuasiveness, sensitivity and integrity	x	
Meticulous attention to detail and excellent organisational skills	x	
Proven ability to understand and articulate complex projects and programmes to a non-specialist audience	x	
Results-oriented, enthusiastic, and collaborative	x	
Affable, confident personality with an ability to command respect amongst external contacts and work well with people at all levels in the organisation	x	
A commitment to higher education and a desire to champion the University's mission	x	
Flexibility to work occasional evenings and weekends to attend University events, and to travel for meetings regularly, occasionally overseas	x	
A self-starter with the ability to work under own initiative as well as under supervision	x	

Essential Desirable

##### KNOWLEDGE

A working understanding of the principles of planned and tax-effective giving, including gifts of shares		x
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Essential Desirable

##### EXPERIENCE

Experience of securing philanthropic gifts, sponsorship, sales or other investments through face-to-face solicitation, following cultivation process which is focused on relationship building	x	
Experience of building a portfolio of donors and building networks of supporters.	x	
Fundraising experience in the higher education sector		x

Essential Desirable

##### PERSONAL ATTRIBUTES AND CIRCUMSTANCES

Evidence of a commitment to professional skills and knowledge development	x	
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