

Post Details		Last Updated: 05/09/2019	
Faculty/Administrative/Service Department	Faculty of Arts and Social Sciences		
Job Title	Advancement Manager (All Departments excluding the Schools of Business, Economics and Hospitality, Travel & Tourism)		
Job Family	Professional Services	Job Level	5
Responsible to	Responsible to the Team Manager, Major Gifts (Advancement and Partnerships) with a dotted line to the Executive Dean, Faculty of Arts and Social Sciences.		
Responsible for (Staff)	None		
<u>Job Purpose Statement</u>			
<p>The Advancement Manager, Faculty of Arts and Social Sciences will lead and develop the philanthropic fundraising strategy, philanthropic commercial partnerships and alumni relations to support the advancement of the Faculty and maximise funding opportunities for its support and development.</p> <p>The post will develop, lead and implement a fundraising strategy to secure new connections, funds and partnerships for the Faculty of Arts and Social Sciences and the University of Surrey. The post holder will draw on specialist expertise and skills in order to provide strategic advice and leadership on developing and identifying fundraising and new business opportunities. They will act as a key relationship manager for individual donors, companies and trusts and foundations with a view to leading them towards providing support for agreed projects within the Faculty and the University. They will establish, build and maintain strong working relationships with the Faculty's academics and leadership to ensure fundraising success and work closely with the Faculty and Advancement to support engagement.</p>			
<u>Key Responsibilities</u>			
<ol style="list-style-type: none"> 1. To develop, lead and implement a fundraising strategy and campaign to secure new funds for the departments within the Faculty of Arts and Social Sciences aligned to their funding priorities. 2. Identify, research and cultivate potential/current donors and prospects, seeking to identify areas of shared interests held with the University. Develop pathways of interest, participation and involvement that lead to tangible support for the departments of the Faculty of Arts and Social Sciences, principally through philanthropy. 3. To develop individual solicitation strategies for major prospects and, where appropriate, to ask prospects for gifts and to support academic colleagues and volunteers in this process. 4. To manage the Faculty's relationship with a portfolio of donors including leading executives, business figures, companies, other individuals and family and non-family charitable trusts, with a known or potential strong interest in Social Sciences teaching, research and programmes. 5. To have primary responsibility for philanthropic activities and enquiries within the Faculty of Arts and Social Sciences. 6. To work closely with senior academic, Advancement and development and research and enterprise colleagues, to identify emerging priorities and projects, prepare powerful case statements and to develop, commission and edit appropriate proposals, publications and materials aimed at relevant donor audiences. 7. To act as a key relationship manager for private individual donors, companies and trusts and foundations with a view to leading them towards providing support for agreed projects within the Faculty and its departments as outlined above. <p>N.B. The above list is not exhaustive.</p>			

All staff are expected to:

- Positively support equality of opportunity and equity of treatment to colleagues and students in accordance with the University of Surrey Equal Opportunities Policy.
- Work to achieve the aims of our Environmental Policy and promote awareness to colleagues and students.
- Follow University/departmental policies and working practices in ensuring that no breaches of information security result from their actions.
- Ensure they are aware of and abide by all relevant University Regulations and Policies relevant to the role.
- Undertake such other duties within the scope of the post as may be requested by your Manager.
- Work supportively with colleagues, operating in a collegiate manner at all times.

Help maintain a safe working environment by:

- Attending training in Health and Safety requirements as necessary, both on appointment and as changes in duties and techniques demand.
- Following local codes of safe working practices and the University of Surrey Health and Safety Policy.

Elements of the Role

Planning and Organising

- The post holder will develop and implement plans for engagement with current and potential donors to the Faculty and University. The post holder will need to be adept at changing plans to accommodate changing circumstances.
- There is a requirement to develop plans for income and research growth that ensures strategic alignment of philanthropic fundraising priorities with the Faculty's and Departments vision and priorities.
- The post holder has latitude and opportunity to consider the best course of action in developing projects. Where plans and projects are particularly complex these will need to be referred to the Team Manager, Major Gifts for guidance and/or decision before implementation.

Problem Solving and Decision Making

- The post holder is expected to exercise personal initiative and sound analysis to identify and put forward suggestions to support the Faculty to achieve its strategic objectives.
- The post holder has the freedom to decide how to best focus their resource to meet fundraising need with limited available resource, decisions will need to be made on how to have maximum impact in both the short and medium term, manage expectations and agree timescales.
- They are required to define a problem or issue and will be required to apply analytical, interpretative and constructive thinking in finding solutions.
- The role is heavily dependent on building successful relationships, the post holder will be required to influence decision makers and have high level communication skills.

Continuous Improvement

- Continue to develop the donor relationships by maintaining a high quality of service, and range of engagement activities, aimed at expanding the nature and frequency of contact and activities between the fundraiser, academics and donor.
- The post holder is expected to suggest innovative improvements and advise the Team Manager, Major Gifts where opportunities exist for further development.

Accountability

- There is scope for the post holder to apply judgement and initiative when managing their workload, including any medium and long term priorities and when responding to any conflicting demands. Answers to challenges faced will normally be identified as a result of previous experience.
- The post holder will often work as the first point of contact for potential/current donors and prospects and therefore the reputation of the school and the development of effective relationships will have a significant impact.
- The post holder has responsibility for developing opportunities and achieving philanthropic income and engagement targets for the departments with the Faculty of Arts and Social Sciences.

Dimensions of the role

- The post holder will have responsibility for managing relationships and monitoring the appropriate spend of gift (which could be anything from £500 and above). Whilst it won't be the responsibility of the post to spend this they will have a role in ensuring that the donor receives a report on how the money is spent.
- The post holder may have responsibility for the management of a small budget.

Supplementary Information

- Fundraising activities are relatively new and emerging at the University; this post will play a significant role in increasing the amount of fundraising activity and engagement, and building the culture of philanthropy throughout the Faculty.
- The post holder will need to be highly opportunistic and to take initiatives on their own when the situation demands it and have a talent for developing and maintaining donor interest in the Faculty projects. They will need to have the ability to understand the viewpoint and work of academics to maximise their contributions.

Person Specification

Qualifications and Professional Memberships

Professionally qualified with a relevant degree/postgraduate qualification, with significant relevant experience.

OR

Substantial vocational experience, demonstrating professional development through involvement in a series of progressively more demanding and influential work/roles, supported by evidence of significant development of appropriate specialist knowledge.

E

Technical Competencies (Experience and Knowledge)

Essential/
Desirable

Level
1-3

Understanding of the Social Sciences and the major sources of philanthropic funding (individual, trust and corporate sectors).

E

3

Significant major gifts fundraising/marketing/sales experience, including proven success in securing gifts or sponsorship in the UK and/or internationally

E

3

An interest in and passion for Social Sciences and higher education and, in particular, an understanding of the University of Surrey, its mission and its need for external funding.

E

2

Experience of an institution which is both international and complex.

D

n/a

Special Requirements:

Essential/
Desirable

Weekend and evening work will be required at times as well as some overnight travel in the UK and internationally.

E

Core Competencies

Level
1-3

Communication

3

Adaptability / Flexibility

3

Customer/Client service and support

3

Planning and Organising

3

Continuous Improvement

2

Problem Solving and Decision Making Skills

2

Managing and Developing Performance

3

Creative and Analytical Thinking

3

Influencing, Persuasion and Negotiation Skills

2

Strategic Thinking & Leadership

2

Organisational/Departmental Information & Key Relationships

Background Information

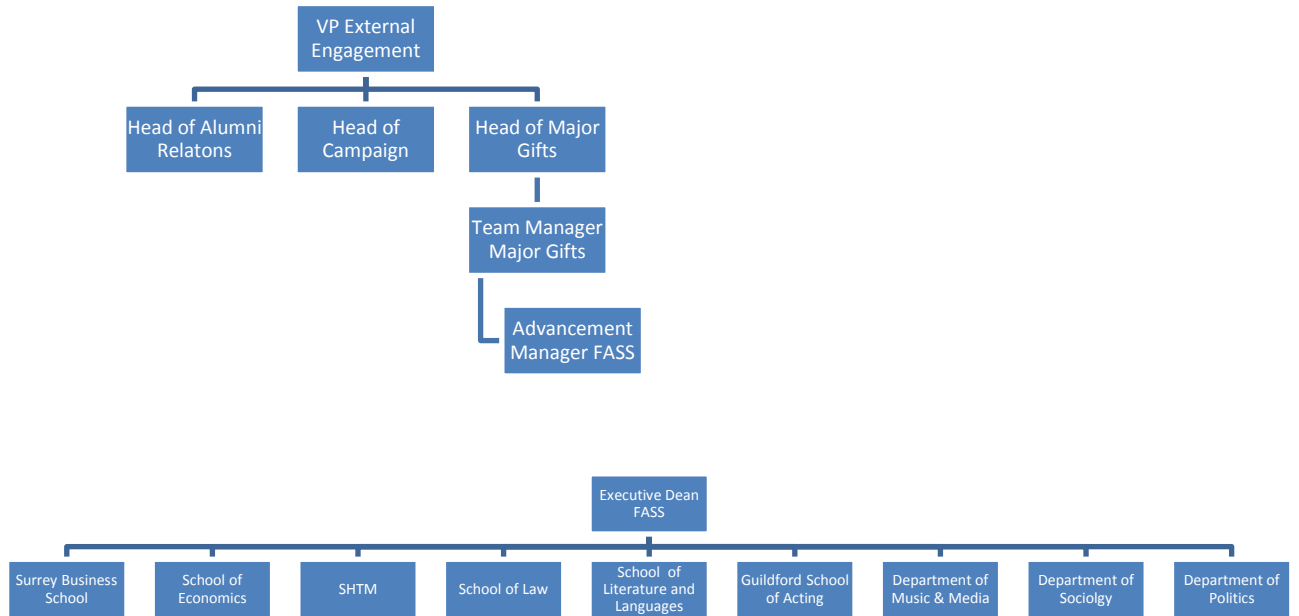
The role of the University's Advancement is to build and maintain connections with alumni and to help secure philanthropic support for the University. The Advancement Office works in partnership with academic and professional colleagues throughout the University to build enduring relationships with external constituencies – including alumni, non-alumni, corporate and foundation donors – and to increase financial support for agreed academic priorities.

The Office was established in 2003 and, since 2010, has embarked on a focused strategy to increase engagement and the consistency of both fundraising and alumni relations activity.

The Advancement Office is a team of 25 split into three teams – Alumni Relations, Advancement Services and Campaign, and Fundraising including Major Gifts Development. The team's culture is professional, collaborative and customer service focused, and values transparency, flexibility, proactivity, integrity, respect, tenacity, motivation and commitment and the ability to act as a positive ambassador for the Office and for the University.

The post will work closely with the academic and professional staff and will be based in the Faculty of Arts and Social Sciences (FASS). The Faculty of Arts and Social Sciences provides internationally recognised undergraduate and postgraduate degrees. Each year the Faculty welcomes more than five thousand bright and dedicated students onto its degree programmes. In FASS the value of research is emphasised alongside our conservatoire culture of learning by doing.

Department Structure Chart



Relationships

Internal

- Faculty & University Senior Management Team– to advise on fundraising strategies and opportunities
- Faculty Associate Deans for Research and academic staff – to promote fundraising engagement activities and to support staff through the cultivation, solicitation and stewardship processes
- Advancement colleagues and Research and Enterprise Executive Education Manager
- Other University departments, including Marketing and Communications, Planning, IT and Human Resources, for support activities relating to fundraising and the development of key performance indicators

External

- External donor/potential donors, including individuals, companies, trusts and foundations, charities and others
- Volunteer helpers and advisers, including board members, alumni, former staff, local influences, veterinary partners