University of Edinburgh
Job Description

1. Job Details
Job title: Development Manager, Legacies
School/Support Department: Development & Alumni
Line manager: Deputy Director of Development, University Fundraising

2. Job Purpose
- The purpose of the post is to provide leadership for fundraising for Legacies for the University, within the framework of the ‘Edinburgh Campaign, Enlightenment in the 21st Century’ – the largest fundraising campaign in the history of the University and one of the largest ever launched in the UK.
- The Development Manager will develop a programme of approaches to prospective major donors and senior alumni to secure legacy pledges and lifetime gifts in the five, six and seven figure range for the University’s top fundraising priorities. The Development Manager will also administer all legacies left to the University. The generation of philanthropic income and the cultivation of supporters will ensure that The University remains in a position of strength at a time of falling government funding and increasing student numbers.

3. Main Responsibilities

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<th>Approx % of time</th>
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<td>1. To manage the transfer of all Legacy gifts received by the University, liaising with estate executors as well as Schools and Finance within the University. 15</td>
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<td>2. To exercise a considerable degree of autonomy and discretion in developing the fundraising strategy for Legacies to secure pledges worth £100 million within five years. 10</td>
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<td>3. Prepare and update case statements and publications to support the fundraising, in liaison with the Communications Development Manager and the Campaign Public Relations Manager to maximise visibility of Scholarships through publications and all media channels. 5</td>
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<td>4. Oversee and attend events, seminars, meetings and dinners both in the UK and overseas to serve as vehicles to involve and strengthen the relationship with potential donors and to promote Scholarships 15</td>
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<td>5. Work closely with the Head of Colleges and Schools, Vice Principal Development, other senior academics, and influential volunteers to coordinate the approach to each donor, writing detailed proposals and meeting with donors to secure pledges and gifts in the five, six and seven figure range. 45</td>
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<td>6. Liaise with the Stewardship Development Manager to implement a programme in order to thank and maintain long term relationships with major donors, including correspondence, invitations, personal meetings and publicity as appropriate. 5</td>
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<td>7. Line management responsibility for other fundraising staff over time within your specific Legacy remit.</td>
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<td>8. Assist in the wider work of the department at the request of the Director or Vice Principal. 5</td>
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<td>9. Keep abreast of professional and regulatory developments in charity administration and higher education fundraising.</td>
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4. Planning and Organising
A key senior manager in the Development and Alumni team, the post holder will
1. Develop the overall fundraising strategy for Legacies covering the five years of the Campaign in accordance with University funding priorities, agreed by The University Central Management Group, including relevant monthly reporting on progress.

2. Manage and influence the relationship between key major donors/senior stakeholders with the relevant parts of the University at all levels, often at Principal/Vice-Principal level. This requires arranging meetings, co-coordinating diaries and travel, drafting detailed briefings and devising follow-up strategies.

3. Manage the Development & Alumni budget for Legacies

5. Problem Solving
As an influential member of the senior development team the post holder will be required to address the following on a regular basis:

1. Where there are potential difficulties with the administration of an estate in which the University has a stake, undertake the negotiation with the Executors, instructing the University lawyers as required, to maximise the University's income.

2. Working both with the research team and on his or her own initiative, the post holder must identify and cultivate high net worth individuals with the intention of meeting an agreed income target. In order to do this they will use their judgement to affect a variety of approaches including face to face meetings, written proposals and formal presentations.

3. The Development Manager will work in consultation with relevant senior staff across the University to draft compelling and engaging cases. This will involve careful negotiation and influencing skills and the ability to manage expectations of senior staff.

4. The Development Manager will be required to initiate meetings with potential prospects, often involving senior staff. The post holder will be required to advise on the meeting structure, provide detailed briefings and make informed judgements as to the amount of money asked for and appropriate mechanisms of donor recognition.

6. Decision Making
The post holder will use professional judgement and experience to assess the most effective means of achieving campaign goals. Specifically:

1. The post holder will be expected to act with a considerable degree of autonomy, while keeping the Vice Principal for Development and Director of Development and relevant University staff informed of progress.

2. The post holder will be expected to anticipate difficulties, take timely action to overcome obstacles and manage risk.

3. The post holder will advise on and influence all aspects of Fundraising policy for Legacies.

7. Relationships
Stakeholder management is at the heart of campaign success:

1. The post holder will interact with senior external stakeholders as well as the Director and Vice Principal for Development the most senior managers of the University, and discretion and integrity are paramount.

2. The post holder will also regularly deal with senior external volunteers such as The Campaign Board and the North American Development Committee.

3. Excellent inter-personal skills are essential for dealings with staff on every level. Where the post holder has no direct line management responsibility, it is expected that influencing skills will be required to ensure that the University's fundraising aims are achieved.
4. The Development and Alumni Department acts as a Fundraising Service to The University and it is critical that the Development Manager ensures that the whole office is appropriately responsive to the Legacy fundraising requirements of the University.

8. Knowledge Skills and Experience
1. The post holder requires 3 – 5 years experience of fundraising, customer relationship management and strategic planning.
2. The ability and inclination to meet potential major donors and to ask them for significant financial support is crucial for the successful post holder.
3. A detailed understanding of Universities as complex public sector organisations is essential as is an interest in and knowledge of factors affecting higher education in the UK.
4. The post holder will also be required to promote the complex work of the University to potential major donors with the utmost enthusiasm, clarity and integrity.
5. The post holder must have a sound grasp of charity and inheritance law, fundraising techniques, people management and superlative interpersonal skills.

9. Dimensions and Context
1. The post holder will be a member of the University Fundraising major gifts team.
2. The Campaign aims to raise an additional £230m over five years from October 2006, to reach an overall target in excess of £350m. The post holder will be responsible for overseeing the administration of all legacy income plus securing pledges worth £100 million over a five year period.
3. The post holder will manage the Legacy budget within Development & Alumni.