University of Edinburgh
Job Description

1. Job Details
Job title: Development Manager, Scholarships
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 Scholarships in all
Colleges and Schools across 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, senior alumni, corporations, trusts and foundations to secure gifts in the five, six and
seven figure range for Scholarships. 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

1. To exercise a considerable degree of autonomy and discretion in
developing the fundraising strategy for Scholarships to secure £35
million within five years. 20

2. 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

3. 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

4. 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 gifts in the five, six and seven
figure range for Scholarships. 50

5. 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

6. Line management responsibility for other fundraising staff over time
within your specific Scholarship remit. 5

7. Assist in the wider work of the department at the request of the
Director or Vice Principal. 5

8. Keep abreast of professional and regulatory developments in
charity administration and higher education fundraising.

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 Scholarships 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 Scholarships

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. Working both with the research team and on their own initiative, the post holder must identify and cultivate high net worth individuals, trusts, companies and funding bodies 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.

2. 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.

3. 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 Scholarships.

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 Scholarship 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 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 an income of £35 million over a five year period.

3. The post holder will manage the Scholarship budget within Development and Alumni.