Development & Alumni
The University of Edinburgh

Job Description

1. Job Details

Post Title: Deputy Director, Campaigns & Communications
Reports to: Director of Development
Length of Contract: Permanent

2. Job Purpose

Working closely with the Vice Principal (Development) and reporting to the Director of Development, provide leadership for Development Managers with specific responsibility for mass marketing campaigns and communications functions within the Development & Alumni Department: Alumni Relations; Edinburgh Fund; Campaign PR; Stewardship, and; Communications. The post holder will have specific responsibility for fundraising in one of the five university Campaigns and Communications functions, and line management responsibility for four other Development Managers. S/he will coordinate the development of the Campaigns and Communications strategy 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 Deputy Director for Campaigns & Communications will be part of the Senior Management Team of the Development & Alumni Department and in the development of the Campaign.

3. Main Responsibilities

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<td>1.</td>
<td>Develop and devise the strategy and solicitation process for Campaigns and Communications, with primary responsibility for one of the five functions within the Team and line management responsibility for four further Development Managers and their respective Campaigns and Communications strategies, and other Development Officers and Assistants within your specific remit.</td>
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<td>2.</td>
<td>Ensure campaign goals are being supported by the most effective and efficient means possible, providing essential service for the department to pursue its goals of maximising donations, ensuring at all times that information is accurate and available in a timely manner in support of overall Edinburgh Campaign objectives, and that the highest levels of customer service, both within the Department and extending to all external stakeholders of the Campaign.</td>
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<td>3.</td>
<td>Implement the Campaign across the five functions, managing and motivating the Campaigns and Communications Team, writing case statements, liaising with senior University leadership, leading mass marketing campaigns to alumni and donors, and face-to-face meetings with major prospects. Exercise a considerable degree of autonomy and discretion in developing and implementing various fundraising sub-campaigns necessary to successfully complete projects.</td>
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<td>4.</td>
<td>Work closely with the Deputy Directors for College Fundraising, University Fundraising and Operations to ensure that the department provides an integrated fundraising, stewardship, PR, communications and alumni relations service to the University.</td>
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<td>5.</td>
<td>Contribute to the overall management of the Department including assisting with overseeing the budget to ensure the effective operation of Development &amp; Alumni. This includes participation and on occasions leading department meetings, Campaigns and Communications team meetings, and liaising with the Campaign Board.</td>
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<td>6.</td>
<td>Be available to assist in the department's work, where appropriate, at the request of the Director.</td>
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<td>7.</td>
<td>Keep abreast of professional and regulatory developments in charity administration and higher education fundraising.</td>
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4. **Planning and Organising**

With the Vice Principal (Development), the post holder will plan the strategic goals for Campaigns and Communications up to five years ahead, anticipate changes, and develop the strategy in accordance with the annual planning round and the needs of the major gift teams for College and University fundraising.

On a monthly basis, organise the Campaigns and Communications team, update action plans and objectives and monitor fundraising progress, compiling reports for the Vice Principal and the Director.

Evaluate and analyse the results of Campaigns and Communications activities, and prepare forecasts for future developments.

In conjunction with the Deputy Directors of College Fundraising, University Fundraising, and Operations, use professional judgement and experience to manage the solicitation process, liaising with colleagues on any possible conflicting fundraising approaches, resolving disputes, developing appropriate stewardship programmes, media representation, and cultivation events.

5. **Problem Solving**

The post holder will work closely with all Development Managers to make sure all individual strategies within the team deliver long term benefits to the major gifts needs of the University, cultivating individuals on a 10 or 20 year schedule, and resolve issues of allocation of resources within the team to best serve the long term goals.

The post holder will lead the Campaigns and Communications team in creating compelling and engaging cases for support for all donor levels from major gift casebooks to regular small gifts, identify and anticipate potential objections of donors, and devise tailored approaches to maximise the success of campaigns.

The Deputy Director will provide solutions to Development Managers when issues arise in the course of their marketing, communications, alumni relations and stewardship areas of expertise, on occasions when conflicts of opinion occur.

6. **Decision Making**

The post holder will use professional judgement and experience to assess the most effective means of achieving campaign goals within the Campaigns and Communications team.

The post holder will be expected to act with a considerable degree of autonomy, within the strategy agreed with the Vice Principal (Development) and Director of Development. The post holder will advise on and influence all aspects of Campaigns & Communications policies.

The post holder will be expected to anticipate difficulties, take timely action to overcome obstacles and manage risk. S/he will make sensitive decisions on a case by case basis to ensure that all activity adheres to University policy on fundraising and ensure that all staff are aware of department policies when planning approaches to donors.

7. **Relationships**

Stakeholder management is at the heart of campaign success.

The post holder will interact with senior external stakeholders as well as the Director and Vice Principal for Development, and senior managers of the University; discretion and integrity are paramount.
Excellent working relationships with the Vice Principal, Director, and senior external volunteers such as the Campaign Board and the North American Development Committee in relations to Campaigns & Communications goals.

Close working relationships with academic leaders in pursuit of Campaign objectives.

Excellent inter-personal skills are essential for dealings with staff on every level, ensuring that the department is fully briefed on Campaigns and Communications plans, and responsive to the needs of the major gift teams in College Fundraising and University Fundraising.

8. Knowledge Skills and Experience

The post holder requires at least 5 years experience of fundraising, marketing, events or customer relationship management, and strategic planning. They must have a sound grasp of charity law, fundraising techniques, people management and excellent interpersonal skills.

An honours degree is essential; a post graduate qualification is desirable.

A thorough understanding of the marketing and communications process as it relates to fundraising is essential, and an excellent track record of delivering major fundraising or stakeholder engagement programmes, events or the like, is also required.

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.

9. Dimensions and Context

The post holder will lead the Campaigns and Communications team, line managing four Development Managers, with responsibility for Campaigns and Communications within the context of the Edinburgh Campaign. The post holder will also line manage other Development Officers and Assistants within their specific remit.

The Edinburgh Campaign aims to raise an additional £230m over five years from October 2006, to reach an overall target in excess of £350m.

The Campaigns and Communications team within Development & Alumni will focus on developing relationships with all stakeholders throughout the lifetime of their association with the University, including students and their families, graduates, friends, donors, and others including political and business leaders, and high net worth individuals, trusts, and corporations, pursuing strategic objectives as agreed with the Vice Principal, Development.