



UNIVERSITY OF
LINCOLN

UNIVERSITY OF LINCOLN JOB DESCRIPTION

JOB TITLE	Assistant Director Development & Events (Impact)				
DEPARTMENT	Communications, Development and Marketing				
LOCATION	Brayford Pool				
JOB NUMBER	CDM0003	GRADE	9	DATE	Sept 2021
REPORTS TO	Director of Communications, Development and Marketing				

CONTEXT

The post holder will be a senior member of the University of Lincoln working in the Communications, Development & Marketing (CDM) team. The post holder will work closely with the Director of CDM. They will be expected to act as a senior member of the CDM leadership team and support other colleagues across the team where necessary.

The post holder will manage the events and development team. In addition, they will provide marketing & communications expertise, guidance and project management where required. The post holder will take an international perspective as students, donors, students, and alumnus can be found in more than 100 countries around the world. They will work to University guidelines and procedures.

JOB PURPOSE

Reporting to the Director of CDM, the Assistant Director will oversee the delivery of the Director's strategic vision for events, and development with a focus on reputation, research and recruitment. The post holder will lead fundraising for the University, focussing initially on the new Lincoln Medical School, a transformational project for the University, city and region.

The role will have specific responsibility for the following;

- Responsible for the corporate events of the University and the reputational impact as a direct result of the management and delivery of events and development activities.
- Responsible for a range of activities that contribute to recruitment and reputation including graduations, public lectures such as Great Lives, and conferences as well as VIP visits, launches, openings and national events. The post holder will work closely with the Director of CDM to ensure that all events are in synergy with the University's mission and vision and enhance its public reputation.
- Be the institutional expert on event management, logistics and event legislation to protect the University in terms of legal compliance and public protection.
- Developing, implementing and managing fundraising programmes for the University of Lincoln, in line with strategic goals

- Personally raising funds for University priority projects (initially the Lincoln Medical School) from individuals, trusts and foundations, and corporates, through a variety of mechanisms, in close consultation with the Director of CDM
- Developing, implementing and managing high-quality stewardship activities for the University's donors
- Supporting the University of Lincoln Court (working closely with the Vice Chancellor's Office)
- Playing a key part in the University's income diversification plans by identifying and promoting opportunities to build profitable relationships with external individuals and organisations
- Developing, enhancing and managing effective communications with donors
- Managing and ensuring adherence to the appropriate processes, data management and planning tools to underpin the establishment of relationships with key stakeholders and potential donors at local, regional and national levels
- Leading, managing and developing the events and development team, and ensuring that the team works closely with Colleges
- The post holder will undertake regular evaluation of events and development and will share this information across the institution. They will work closely with the Director of CDM to analyse the intelligence and identify appropriate strategies to drive growth and success
- Reporting progress on a monthly basis to the Director of CDM.

In addition, the post holder will, along with the rest of the team, have a responsibility for undergraduate and postgraduate recruitment and enrolment. They will act with professional autonomy within the wider policies and precedents of the University. The post holder will have the highest levels of marketing and communications skills and will be able to construct plans and schedules closely linked to University strategy, KPIs and objectives. They will be a key point of expertise within the University these areas. They will be a champion for the University and have an excellent understanding of the HE environment and changing legislation, such as GDPR and CMA.

Working flexibly outside of normal office hours will be required.

Keep abreast of national and international professional and regulatory news and reports.

Report on progress on a monthly basis to the Director of CDM.

KEY RESPONSIBILITIES

Planning and Development

- Leading the Events and Development team and managing the development strategy, with a particular focus on building long-term relations with stakeholders and supporters of the University
- Identifying and developing appropriate cultivation and solicitation strategies for a variety of individual and institutional prospects; maintaining existing and establishing new donor relations
- Increasing legacy giving through a long-term, professionally planned and executed legacy campaign, supported by appropriate communications and engagement activities
- Increasing income from charitable trusts and foundations, and corporates
- Leading the events activities of the institution, creating and implementing an annual schedule of corporate events. The post holder will create an innovative and exciting events programme for the University in line with the University's corporate strategic direction. The flagship event is graduation, which sees around 15,000 people come to Lincoln to attend the graduation ceremonies and celebration at the cathedral and castle in Lincoln. These are much praised and often admired as the best graduation ceremonies of any University. The post holder will be responsible for maintaining those standards and the reputation of the institution.
- Effectively planning and delivering a series of global activities and events to underpin excellent development engagement.
- Undertaking appropriate market research activity and working closely with Planning and Business Intelligence to ensure fundraising and corporate event activities are informed by market intelligence
- Utilising graduation as a key alumni experience for our students and friends
- Keeping up-to-date with external changes affecting fundraising and alumni relations, and advising on national and international opportunities

Management of Resources

- To inspire, empower, motivate, and manage a small team to support with development and fundraising, public profile raising and reputation.
- To be a champion of the institution.
- To ensure that the events team develop a schedule for events and conferencing and manage its implementation and resource allocation, ensuring synergy with departmental and institutional objectives and build effective customer relationships and work with the Director of CDM to manage reputational risk.
- To ensure that all areas of this team are closely integrated with the wider CDM team to inform an evidence based approach to marketing and an integrated approach to advertising and communications. Events should be engaging, exciting and linked to our reputational and growth agendas serving the University's needs in recruitment, research and reputation, WP and business services.

- Marketing communications should be used to ensure that donors are engaged in the work of the University and that corporate events are well attended with excellent campaigns to support attendance and conversion.
- To monitor the budget of the events and development function, ensure purchase orders are raised and that University Finance regulations are adhered to, particularly around best value.
- Maintain and develop the events and development contact database. Ensure there is regular cleansing and that all relevant legislation, such as GDPR, is adhered to.
- Motivate a team who deliver consistent out of hours events at weekends and in the evenings and who work flexibly.
- Create and deliver effective communications materials such as publications, adverts and posters which are in line with the corporate guidelines, accurate and adhere to relevant legislation, such as CMA.
- Keeping abreast of national and international professional and regulatory developments, and new fundraising opportunities from individuals and institutions.

Creativity and Problem Solving

- To grow reputation and positively impact on recruitment through the development and implementation of exceptional, innovative, and creative internal and external communication campaigns and events.
- To provide creative and innovative solutions to situations in order to effectively manage the reputation of the institution.
- To think and act creatively within short timescales to resolve complex problems with limited information and often partial or conflicting data, out of hours and with limited support.
- To collect and analyse data from existing campaigns and activities to inform future activities and direction.
- Developing innovative and creative UK and international communications to raise awareness of, and engagement in, the fundraising activities of the University worldwide, and to build long-term relationships
- Ensuring a creative approach to the generation of timely and positive publicity around gifts and giving, in liaison with the Communications team
- Maintaining and maximising relationships through exciting and innovative approaches
- Creating exciting and engaging events to support the growth of alumni and donor relations
- Thinking and acting creatively within short timescales to resolve complex problems and make decisions with limited information and often partial or conflicting data, out of hours and with limited support
- Developing innovative approaches to income diversification

Leadership, Management and Development

- Leading the Events and Development team and exercising direct line management responsibility for its members
- Ensuring that the appraisal processes are followed to support the development and improved performance of staff
- Proactively coaching and managing the Events and Development team to ensure that they have the appropriate skills to deliver the role, and that consistently high standards and process improvements are delivered across the whole team
- Inspiring and motivating a team that works flexibly to deliver out-of-hours events at weekends and in the evenings
- Taking responsibility for complex and long-lasting decision-making within your area of responsibility
- To represent the University at external meetings and work closely with the CDM team and VCO to deliver flagship corporate events in line with the University vision.
- To work closely with Pro-Vice Chancellors and other staff in Colleges to manage the involvement of professional and academic staff in events and development activities.
- To advise senior managers on changes to policy and procedures affecting public liability, health and safety, and event management.
- To work closely with external clients to oversee development of appropriate relationships and impact on reputation.
- To work closely with stakeholders and influential target publics to develop appropriate relationships and reputation.
- The post holder will ensure that their team work closely with Colleges in a business partnering model.
- Manage the University's database including the University's invitation lists and to liaise with other teams to ensure that these are appropriate for recruitment and reputational objectives.
- To work with the communications team to ensure that events are promoted appropriately, streamed and that optimal engagement is achieved.
- Create a joined up approach to campaigns, bringing together cross-CDM teams to maximise impact and effectiveness.

Liaison and Networking

- Working closely with the Vice Chancellor's Office (VCO) and with other staff and students in Colleges to develop and manage the involvement of professional and academic staff in corporate events and fundraising activities
- Influencing stakeholders within and outside the University
- Acting as the key advisor to senior colleagues on changes to policies and procedures affecting fundraising in the UK and overseas

- Influencing decision-making
- Establishing and leading relevant committees
- Building and maintaining effective relationships with internal and external partners to identify and develop the engagement of potential donors and alumni.

Knowledge and Expertise

- The post holder will have exceptional expertise and will undertake to stay current in their knowledge and skills, including relevant legislation.
- The post holder will be a first point of contact for expertise in their area and external relations.
- They must keep up to date with a fast paced and dynamic environment.
- Must be a motivational and dynamic individual - the team is under pressure to create exceptional experiences within a crowded and competitive marketplace.
- They must have exceptional planning abilities to provide engaging and extremely professional communications for our audiences.
- They must be positive influencers with the ability to engage academic staff, alumni and students in this demanding and challenging work.
- They must be creative communicators to share and influence strategy on an evidence base.
- The post holder must be willing and eager to shape and influence the development and nature of the University' through their expertise. They must be horizon scanning and thinking about the future to help inform the direction of the portfolio and income diversification for the longer term.
- They will advise academic and service areas and departments across the University on relevant matters.
- The post holder will be responsible for managing budgets and adhering to financial regulations.
- The post holder will ensure that the team work closely with Colleges in a business partnering model.

In addition to the above, undertake such duties as may reasonably be requested and that are commensurate with the nature and grade of the post.

ADDITIONAL INFORMATION

Scope and dimensions of the role

To undertake ad hoc projects and work as directed by the Director of Communications, Development & Marketing.

Key working relationships/networks

Internal	External
VC PVCs DVCs Planning Heads of School, Academics, University Registry Staff Students Finance	Conference clients Agencies Meet Lincoln Cathedral and other local organisations City Council UCAS Media channels Alumni Individuals and institutions at local, regional, national and international levels, including current and prospective donors New connections locally and nationally The University Court Charitable trusts and foundations and other funding bodies Development Offices at other HEIs CASE

**UNIVERSITY OF LINCOLN
PERSON SPECIFICATION**

JOB TITLE	Assistant Director Events and Development (Impact)	JOB NUMBER	CDM0003
------------------	---	-------------------	---------

Selection Criteria	Essential (E) or Desirable (D)	Where Evidenced Application (A) Interview (I) Presentation (P) References (R)
Qualifications:		
Educated to degree level or equivalent experience	E	A
Member of a relevant professional organisation	D	A,I
Experience:		
A proven track record in securing philanthropic funds from individuals, trusts and foundations, and corporates	E	A,I
Events experience within a complex organisation, particularly within HE and with direct response success	E	A,I
Budgetary experience	E	A,I
Experience of developing, implementing and managing fundraising and alumni relations strategies	E	A,I
Experience of managing a high performing team and delivering exceptional results.	E	A,I
A proven track record in successful project management	E	A,I
Skills and Knowledge:		
Excellent knowledge of higher education and the relevant legislation	D	A
The ability to think and act both strategically and tactically	E	A,I,P,R
The ability to act independently and decisively when the situation demands	E	A,I
The ability to build, manage and develop relationships with internal and external stakeholders	E	A,I
The ability to promote interest amongst alumni and prospective donors in the vision and goals of the University	E	A,I
The ability to work with professional and academic colleagues in the cultivation of prospects, stewardship of gifts and alumni relations	E	A,I
Excellent communications, inter-personal, influencing and negotiating skills	E	A,I
Knowledge of databases, gift processing and the logistics of running the 'back office'	E	A,I
Knowledge of charity law, tax-efficient giving and legacy fundraising e.g. Gift Aid, deed of variations, bequests etc	E	A,I
Excellent levels of literacy, excellent advert copywriting, and proof-reading skills. Must have exceptional eye for detail and for effective design and layout as well as a strong sense of synergy whilst acting as a brand champion.	E	A,I
Excellent inter and intra personal skills, able to deal with	E	I,P

people at all levels. Proven skills in motivating and empowering teams and engaging volunteers in projects and giving a sense of ownership.		
Excellent problem solving and diplomacy skills.	E	I,P
Able to delegate and empower staff to build confidence and ensure team success.	E	A,I
Competencies and Personal Attributes:		
Confident, self-motivated, energetic, results orientated	E	A,P
Demonstrable, genuine enthusiasm for the ethos, vision and mission of the University of Lincoln	E	A,I
Diplomacy, tact and self-awareness	E	A,I
Flexibility and adaptability, and the ability to remain calm under pressure	E	A,I
Drive, determination and resilience	E	A,I
Confidence and credibility, with a proactive and positive approach	E	A,I
Innovation and creativity	E	A,I
Business Requirements		
The University of Lincoln is committed to ensuring a positive work-life balance for all staff and it is within this context that you will be expected to work flexibly and efficiently which, dependent upon the needs of the service and the requirements for the performance of the post, will include evenings and weekends.	E	A,I
Willingness and availability to travel between campuses, across the county, beyond Lincolnshire and occasionally overseas	E	A,I

Essential Requirements are those, without which, a candidate would not be able to do the job.

Desirable Requirements are those which would be useful for the post holder to possess and will be considered when more than one applicant meets the essential requirements.

Author	ES	HRBA	PC
---------------	----	-------------	----