

**UNIVERSITY OF LINCOLN  
JOB DESCRIPTION**

<b>JOB TITLE</b>	Senior Officer (Development)				
<b>DEPARTMENT</b>	Communications, Development and Marketing				
<b>LOCATION</b>	Brayford Pool				
<b>JOB NUMBER</b>	CDM0049	<b>GRADE</b>	6	<b>DATE</b>	November 2021
<b>REPORTS TO</b>	Director of Communications, Development and Marketing				

**CONTEXT**

As Senior Officer (Development) you will be a key player within the communications, development and marketing department, supporting our development campaigns and activities. You will be experienced at stewardship, donor support, and relationship building. You will have excellent attention to detail, be good at administration and data and resource management. You will be able to plan and manage small events and campaigns to an exceptional standard, and have excellent interpersonal skills.

You will be able to build meaningful relationships, be a skilled writers, excellent organiser, proactive and self-motivated, and will play a pivotal role in a team which is ambitious and target driven.

CDM is a key team which raises the reputation of the University of Lincoln globally, and you will contribute to this through working with the wider team and across the University. Please note, due to the events we hold, a flexible approach to work to accommodate evening and weekend working will be required.

**JOB PURPOSE**

The Senior Development Officer will be the day-to-day lead in delivering the development strategy of the University of Lincoln. You will work closely with the Director of CDM and build relationships across with colleagues across the University to support and drive fundraising for the University. Our focus initially is on campaigns to raise resources to support students in terms of their learning experience, opportunities, facilities, and living experience; and to underpin infrastructure growth such as the Lincoln Medical School, a transformational project for the University, city and region.

Activities will include researching fundraising opportunities and writing grant applications to charitable trusts or statutory bodies, engaging volunteers, stewarding donors and managing the information and database related to development.

The role will have specific responsibility for the following;

- Implementing the 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.
- Supporting the delivery of 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.
- Working closely with the University's alumni relations team to support an annual campaign to create mutual benefit for the University and its alumni.
- Developing, and enhancing effective marketing communications with donors and key stakeholders who are part of the decision-making unit.
- Ensuring adherence to the appropriate processes, data management, policies, and legislation.

## KEY RESPONSIBILITIES

### Planning and Development

Working with colleagues to support the delivery of the development strategy, with a particular focus on building long-term relations with stakeholders and supporters of the University to raise funds in line with the University objectives.

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.

Working with the alumni team to deliver an alumni campaign to drive engagement and gifts.

Undertaking appropriate market research activity and working closely with Planning and Business Intelligence to ensure fundraising activities are informed by market intelligence.

Utilising graduation and other opportunities as a key experience for our donors and friends.

Keeping up-to-date with external changes affecting fundraising, and advising on national and international opportunities.

### Management of Resources

In collaboration with the Director of CDM, developing and delivering a comprehensive strategy of communication with our donors and friends, using both traditional and innovative methods, to develop and grow the community of supporters.

Keeping abreast of national and international professional and regulatory developments, and new fundraising opportunities from individuals and institutions.

### Creativity and Problem Solving

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.

Taking responsibility for the fundraising database, overseeing effective management in accordance with the General Data Protection Regulations (GDPR), and including data cleaning and mining, and developing creative ways to use the information.

Creating exciting and engaging events to support donor relations and engagement.

Creating creative campaigns and communications in line with special project requirements.

### **Liaison and Networking**

Working closely with staff and students in Colleges and across the University to develop and manage the involvement of professional and academic staff in alumni relations and fundraising activities.

Influencing stakeholders within and outside the University.

Acting as an advisor to colleagues on policies and procedures affecting fundraising in the UK.

Building and maintaining effective relationships with internal and external partners to identify and develop the engagement of potential donors.

**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**

<b>Key working relationships/networks</b>	
<b>Internal</b>	<b>External</b>
Academic and professional services staff across the University Finance CDM colleagues	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



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PERSON SPECIFICATION**

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<b>Selection Criteria</b>	<b>Essential (E) or Desirable (D)</b>	<b>Where Evidenced Application (A) Interview (I) Presentation (P) References (R)</b>
<b>Qualifications:</b>		
Educated to degree level	D	A
Postgraduate qualification or equivalent professional qualification	D	A
<b>Experience:</b>		
A track record in stewardship and securing philanthropic funds from individuals, trusts and foundations, and corporates	D	A,I
Experience of implementing and managing fundraising strategies	D	A,I
Experience of managing databases and complex information	E	A,I
Experience of providing excellent administration and attention to detail	E	A,I
<b>Skills and Knowledge:</b>		
Excellent administration skills and attention to detail	E	A,I,P,R
Excellent interpersonal and influencing skills with the ability to build relationships effectively with anyone	E	A,I
Excellent copywriting and language skills with exceptional self presentation	E	A,I
The ability to promote interest amongst 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
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
<b>Competencies and Personal Attributes:</b>		
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	E	A,I



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under pressure		
Confidence and credibility, with a proactive and positive approach	E	A,I
Innovation and creativity	E	A,I
<b>Business Requirements</b>		
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.

<b>Author</b>	ES	<b>HRBA</b>	PC
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