CANDIDATE INFORMATION



ASSOCIATE DIRECTOR OF PRINCIPAL GIVING





GLOBAL TALENT

A WARM WELCOME

People are at the heart of everything we do, whether they are the students we support through scholarships, the researchers we help to take their ideas further and faster, or the exceptional colleagues we get to work with every day. Which is a good thing, given that a phrase you frequently hear in teams like ours is that "people give to people".

We have all heard of times for colleagues (rivals? frenemies?!) when the "stars have aligned" or "everything fell into place" – well, trust me, for the right candidate this is one of those times. We are two thirds of the way through the public phase of our campaign with our 125th Anniversary celebrations starting next January. The hard work has been done - steering the campaign through the various committees to get sign off and launching it around the world. Frankly, now we're at the exciting part; it's time to take these fantastic projects, these investment opportunities – in cancer, youth mental health, our environment, scholarships and so much more – to potential donors and volunteers, in Birmingham, London, and beyond, and ask people to join us as the University seeks to address these global challenges. The prospect pool is warm, with six- and seven-figure donors, prospects at eight-figures, but also with plenty of potential for development. This is *your* moment.

When I joined four years ago, I was attracted by the scale of the ambition, the excellence of the campaign presentation, and the fantastic opportunity that working for a large, civic University with over 400,000 alumni around the world offers. I hope you are too! Birmingham In Action will be one of the best campaigns to work on, one of the largest in the modern history of UK Higher Education, and you will play a vital part in securing our ambitious yet achievable objectives.

Our team members are passionate, creative, and ambitious individuals who are dedicated to our work, as well as to supporting each other. We are determined to welcome a diverse group of colleagues into our team to represent the student body we support, the alumni constituency we engage with, and the city in which we thrive. If you want to make an impact, take on a new challenge, and work alongside a talented, supportive, and dynamic gang then this is the role for you. I see this as an opportunity for someone to make their mark both at the University of Birmingham and within their career. Hopefully you see the possibilities that I do and will consider joining us; we're ready to welcome you, to stretch you, and to give you every opportunity to flourish.

What are you waiting for?



Mit. In

Gavin Maggs
Director of Development & Alumni Relations





THE OPPORTUNITY

This is a unique time to join a globally renowned university and lead a Principal Gifts programme that has ambition and endless potential. As **Associate**Director of Principal Giving, you will work at the most senior levels to secure transformational gifts. Your work will help ensure that we deliver our £600m campaign, Birmingham In Action, which aims to transform lives for our generation and the next, by tackling some of the world's greatest challenges, today.

The research and teaching we do here is critical, hugely diverse, and interdisciplinary. We are addressing contemporary challenges such as global health, the climate crisis, Al, and the UN Sustainable Development Goals – such as Gender Equality, Clean Water and Sanitation, Sustainable Cities and Quality Education. Birmingham is a civic university, working on cultural, societal, and economic issues in our city, region, and nationally, in areas such as Youth Mental Health, the Circular Economy, and effective utilisation of Health and Genomics Data.

As Associate Director of Principal Giving, you will lead a comprehensive principal gifts programme across the University, delivering major and principal gifts for strategic funding priorities. Working at the most senior levels with individuals, companies, and trusts and foundations within the UK and internationally, you will be responsible for identifying, cultivating, and securing principal gifts at the 7 and 8 figure level. A vital member of the Senior Leadership Team, you will be a key source of strategic guidance and support for university leaders, academics, and fundraising colleagues across the University.

This is a chance to join a passionate, creative, and ambitious team, and work on transformational gifts – you will have every opportunity to make your mark both at the University of Birmingham and on your career.



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ABOUT US

Obviously the best way to get a feel for the culture of our office is to speak to a member of the team here which we would be very happy to arrange. And there's nothing that beats an in-person visit to our office - we very much hope that we will be able to welcome you here as part of the recruitment process.

Development and Alumni Relations Office (DARO) colleagues are passionate, mission-driven and empowered. You will find us a welcoming bunch — our office is a stimulating and supportive place to work. Driven by the desire to make a difference, we are encouraged to be ambitious and bold, to stretch ourselves and not be afraid to try something new.

But don't just take our word for it! In our most recent staff survey, typical comments were, "My peers and department are amazing, and the senior leadership team are super supportive and always striving to push us further" and "I feel proud to work for an institution

that is growing and pioneering in research while also doing a lot to improve the student experience and support students and staff where possible."

We enjoy each other's company and find opportunities to have fun, during and after work hours, through activities such as our annual summer picnic, our monthly "Food for Thought" wellbeing themed lunches and the sustainability challenges run by our gold-award winning Green Impact team.

You can find our values here <u>birmingham.foleon.com/bham2030/strategic-framework/people-and-culture</u>





BIRMINGHAM IN ACTION CAMPAIGN

Our campaign is truly global, launched in 2019 in Birmingham, London, Hong Kong, New York, and San Francisco. The campaign aims to raise £600 million and secure 1.25 million hours of volunteering, making it one of the largest campaigns in the UK Higher Education sector. Our campaign is engaged with our alumni community, staff, students, volunteers, highnet-worth individuals, here and abroad, as well as the global grant-making trusts and corporate partners who have the capacity to support us and affect real change, to turn research into life-saving solutions, and ensure young people are not held back by their circumstances and have the opportunities they deserve.

Our strategic fundraising priorities tackle five key challenges that face our generation and the next: Global Health, Protecting our Planet, Driving Innovation, Fulfilling Lives and Everyone getting an Education.

For more information about our campaign priorities, please go to the campaign website: www.birmingham.ac.uk/birmingham-in-action

ABOUT DEVELOPMENT AND ALUMNI RELATIONS AT THE UNIVERSITY OF BIRMINGHAM

The University of Birmingham has a proud history of philanthropy stretching back to its foundation in 1900. With a clear vision to change the lives of the people of Birmingham, Joseph Chamberlain raised the funds required to build the University from citizens and corporations based locally and around the globe. Since then, philanthropy has continued to play an important role in shaping the University. There have been a number of fundraising campaigns, including a £1m urgent capital appeal after the Second World War and a £1.4m campaign to fund the Vale 'student village' in the 1960s. In 2015, we closed the *Circles of Influence Campaign*, raising £193 million, making it the largest HE fundraising campaign outside Oxbridge and London.

The Development and Alumni Relations Office exists to support the academic and student community by engaging, inspiring, and celebrating alumni, individuals, and charitable funders who give their money, time, and networks to support the University's strategic priorities. The Office, which is comprised of five teams, is focused on fundraising and volunteering from alumni, organisations and individuals who are passionate about changing lives through funding various research projects, supporting student bursaries, mentoring students, and providing internships, as well as providing a versatile programme of engagement opportunities for our global alumni community.



THE UNIVERSITY

For more than a century, the University of Birmingham has been pursuing and sharing knowledge through outstanding teaching and world-leading research. Our university grew out of the radical vision of our first Chancellor, Joseph Chamberlain. Founded in 1900, Birmingham represented a new model for Higher Education. We were England's first civic university, a place where students from all backgrounds were accepted on an equal basis. We were also the first UK University to, amongst other things, welcome women to take medical degrees.

Access to education remains a key part of our purpose, ensuring the brightest and best students are not held back by their circumstances and have the opportunities they deserve. Our students come from nearly 150 countries and our flagship outreach programmes mean that almost 25% of our student population come from disadvantaged backgrounds: one of the highest proportions in the UK.

The University has global reach, including several partnerships with other leading universities around the world, and is grounded in our local community, having opened the first fully comprehensive University secondary school in the country in 2015. We are an ambitious and successful research-intensive University (one of the top 100 research-led universities globally), and have produced 10 Nobel Prize winners, including three who received their awards in 2016.

Characterised by a tradition of innovation, research at the University has broken new ground, pushed forward the boundaries of knowledge, and made an impact on people's lives. We continue this tradition today with our academics tackling a wide range of issues that challenge
our society.
From exploring the impact
of climate change, helping to address global
health epidemics, and changing our understanding
of Shakespeare, our academics are making a positive
difference in our world.

More than 100 years on, our Birmingham campus has grown to 672 acres. Research England's Inaugural Knowledge Exchange Framework (KEF) ranked the University of Birmingham's contribution to the regional economy between August 2016 and July 2019 as first amongst all UK universities for local growth and regeneration. Income generation for the region accounted for 21% of total sector income which totalled over £41m – more than four times that of the next institution. Each year, we welcome more than 30,000 students from across the world. Our size has changed, but our civic commitment has not.

For more information about the University, please visit www.birmingham.ac.uk/university



THE UNIVERSITY

DIVERSITY, EQUALITY & INCLUSION

Our institutional culture is one committed to building a supportive, considerate, and highly motivated community based on diversity, inclusivity and mutual respect across all disciplines, functions, and activities. Equality of opportunity is essential to achieving research excellence and we believe our diversity of thought and culture is fundamental to our ability to solve complex challenges. We aim to remove barriers, eliminate discrimination, and make sure everyone has the opportunity to reach their full potential.

The University is committed to a programme of activity to increase its diversity, address under-representation at all levels and remove the structural barriers that can prevent the achievement of individual potential. We strive to create an organisational culture in which issues of equality, diversity and inclusion are central and where understanding these issues is a key competency for all of our staff and students.

Find out more about our work to promote equality, diversity and inclusion:

https://intranet.birmingham.ac.uk/collaboration/equality/index.aspx

SUSTAINABILITY & SOCIAL RESPONSIBILITY

For our community at the University of Birmingham, sustainability is about using our available resources and living in a way today that provides the needs for us all to live a happy and healthy life, without preventing future generations' ability to do the same.

We have created a clear strategy for how to create a more sustainable university and world, and have demonstrated this commitment throughout our 2030 Strategic Framework (www.birmingham.ac.uk/university/our-strategy), including having 'Sustainability' as one of the six pillars.

The environment is an integral part of our campaign and we encourage eco-friendly ways of working in order to have a positive impact on our campus and global surroundings.

Travel discounts are available and the use of public transport and cycling to the office is actively encouraged as a way of improving our commitment to sustainability.

More on our work in this area is here: www.birmingham.ac.uk/university/social-responsibility

BIRMINGHAM & THE UNIVERSITY CAMPUS

Birmingham is the UK's second-biggest city and a major European centre. It is a city of historical interest and contemporary vision and has a rich and diverse community that creates a vibrant, multicultural and exciting place to live and work.

Birmingham is easily accessible, and the campus offers excellent transport links and parking with its own University Station located a five-minute walk from the DARO office and a seven-minute train journey from Birmingham city centre. The city will also benefit from the high-speed rail network (HS2), which will have a significant, positive impact on access between London and the Midlands, making the journey time to London just 45 minutes.

More on the City of Birmingham is at www.birmingham.ac.uk/university/city-and-region



THE UNIVERSITY

The University estate itself is large and varied covering 672 acres, with over 200 buildings of different ages and architectural styles, ranging from grade one and two listed properties to state-of-the-art learning and research spaces. We are home to the Elgar Concert Hall, the state-of-the-art Cadbury Research Library, The Barber Institute of Fine Arts, The Lapworth Museum of Geology, and Winterbourne House and Garden.

Currently, our estate is in the midst of one of the most transformational campus redevelopments since the first phase of building was completed in 1909. The development programme, worth £1 billion as part of a ten-year investment, started in 2016 and is creating outstanding new facilities for students, staff and the community.

You can take a virtual tour here: www.birmingham.ac.uk/virtual-tour/#s=pano37



STAFF BENEFITS

The University provides its staff with exceptional benefits and support at every stage of their life and career.

We offer a wide range of employee benefits including career development tailored to your ambitions, an attractive pension scheme and generous family leave packages. Our interest is in offering a flexible, supportive work environment with encouragement to achieve and maintain a healthy work-life balance.

Our office has three trained mental health first aiders, and the wider University provides support and resources for mental health, stress management and general wellbeing advice. We have a dedicated Occupational Health team and an Employee Assistance Programme which is designed to help our staff deal with personal and professional problems that could be affecting home or work life, health and general wellbeing.

All staff are entitled to one day each year to volunteer locally as part of *Birmingham In Action*. This is part of the University's commitment to both the professional development of staff, and our civic responsibilities to the city and the region.

Please visit www.birmingham.ac.uk/jobs/staff-benefits where you will find detailed information on everything from discounted sports centre membership through to discounted electric car leasing.



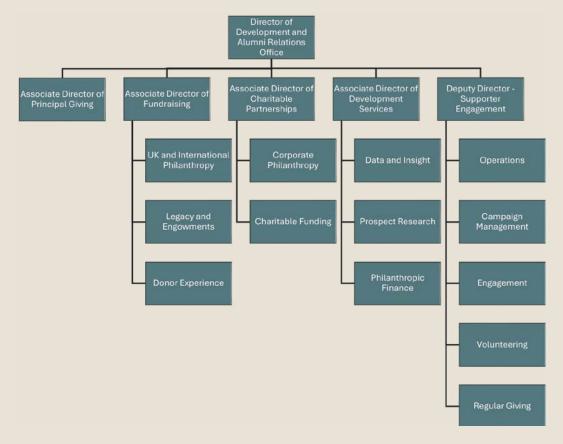
JOB DESCRIPTION

ROLE PROFILE

You will be responsible for identifying, cultivating, and securing principal gifts at the 6, 7 and 8 figure level from High-Net-Worth Individuals (HNWIs) and organisations from within the UK and internationally. Whilst our alumni audience will still be a focus, we aim to increase our engagement with, and support from, national and international philanthropists whose giving priorities match our own research strengths and ambitions. As a key member of DARO's Senior Leadership Team, you will help shape the strategic direction of the Principal Giving function and work collaboratively with other Associate Directors to take our campaign to the next level.

ABOUT PROFESSIONAL SERVICES

The University of Birmingham is a global institution working within a diverse and vibrant City, offering an inspiring education to our students, and undertaking critically important research. We are a place of open, critical thinking, and the creation, sharing and dissemination of knowledge. Professional Services put students at the heart of all they do and enable an exceptional educational experience. They provide outstanding support to our researchers and help the University to grow its influence regionally, nationally, and globally. They ensure the University's resources are used wisely, manage and improve the infrastructure which sits at the heart of the institution, and support decisions to be made quickly and based on sound evidence. Our Birmingham Professional programme operates across the University, supporting colleagues to network and collaborate, offering opportunities to learn and develop, contributing to the delivery of the University's objectives, and helping everyone to understand the broader context within which we work.





JOB DESCRIPTION

FUNDRAISING AND RELATIONSHIP BUILDING

The Associate Director of Principal Giving will deliver against set financial targets to secure year-on-year gift income growth, and a strong, sustainable pipeline of prospects to maximise future performance by:

- Personally managing a portfolio of up to 50 of the University's highest-ranking donors and prospective donors in the UK and overseas, building and maintaining a long-term, sustainable relationship between them and the University.
- Identifying and establishing new principal gift level opportunities and relationships (especially with non-alumni) by mobilising existing networks and identifying University projects that have a global appeal and/or Birmingham USP.
- Connecting the interests of HNWIs with the strengths of the University and developing tailored principal gift cultivation and solicitation plans, asking personally (where appropriate).
- Working with the Chancellor, Vice-Chancellor, Provost, Heads of College, and other senior colleagues to identify opportunities linked to strategic priorities, to assist in the cultivation process, and to bring gifts to fruition.
- Work towards relevant targets (e.g. number of meetings, conversion rate) and financial goals as agreed with the Director of DARO.

STRATEGIC AND OPERATIONAL PLANNING

The Associate Director of Principal Giving will develop and deliver strategic and operational plans that will increase the number of national and international philanthropists that are engaged with, and supporting, the University of Birmingham by:

- Working with the Director of DARO to support the strategic direction of the function.
- Identifying, creating and leading on new opportunities to engage with, and secure support from, national and international philanthropists and charitable funders.
- Working with the University's Executive Board and Leadership Group to lead and develop projects that will appeal to national and international philanthropists and charitable funders.
- Developing relevant high-level cultivation events that will aid the development and strengthening of relationships with national and international philanthropists and charitable funders.
- Developing regional/country specific principal giving plans, working in conjunction with the Associate
 Director of Fundraising to ensure that the plans are complementary.



JOB DESCRIPTION

WORKING COLLABORATIVELY

With an understanding that fundraising is not a solo pursuit, but a co-ordinated approach that requires collaborative working both within and outside of the institution, the Associate Director of Principal Giving will:

- Work in partnership with the University's Executive Board and Leadership Group to lead and develop projects that will appeal to national and international philanthropists and charitable funders.
- Work closely with the wider team to identify new individual, corporate and charitable funder principal gift level opportunities, working together to bring these opportunities to fruition.
- Support the wider DARO team, sharing intelligence, expertise and fundraising opportunities.
- Develop their own group of external advocates who will help to open networks, support the development of relationships, and bring gifts to fruition.
- Work closely with other key local organisations, such as the Birmingham Health Partners, to identify areas for fundraising collaboration.

GENERAL

- Maintain detailed records of all actions taken and information collected on the Blackbaud CRM database.
- Adhere to relevant fundraising regulation and current data legislation whilst ensuring fundraising is ethical and that due diligence is undertaken as necessary.
- Lead by example to ensure that all colleagues exhibit the University values and behaviours, work with pace and energy and create a culture of positivity.
- Play an active role in the office's Senior Leadership Team to contribute to setting the strategic direction and delivering the campaign objectives.
- Develop and implement a culture (including policies and procedures) that promotes equality and values diversity and inclusion.
- Support the University's sustainability agenda through resource efficient working.
- Any other duties commensurate with the grade.





REQUIRED KNOWLEDGE, SKILLS, QUALIFIACTIONS, EXPERIENCE

FUNDRAISING

Essential

- Strong track record of securing 6 to 7-figure gifts.
- Demonstrable record of building relationships and engaging with philanthropists and HNW individuals.
- Demonstrable record of building relationships with senior colleagues in a complex organisation to deliver mutually beneficial goals.
- An ability to identify and build new networks with leading philanthropists both in the UK and internationally.
- Ability to connect the interests of HNW individuals with the strengths of the University and put forward the best possible funding proposals which align to these interests.
- Significant experience of working in a target-focussed fundraising office.
- The ability to write fundraising proposals and to tailor academic proposals for fundraising purposes.
- The desire to support colleagues in the achievement of individual and collective goals and to celebrate others' success as positively as your own.

Desirable

- Working towards some 8-figure gifts for charitable causes.
- Higher Education fundraising experience.

Strategic thinking & understanding

- Experience of developing strategic and tactical fundraising plans.
- The ability to work with initiative, to take decisions, and think creatively and laterally.
- Ability to understand the challenges faced by academics and senior Professional Services colleagues.
- Ability to work under pressure and prioritise a varied and diverse workload.
- Ability to develop and implement an organisational strategy.
- Proven record of developing innovative and practical solutions to deliver a strategy.



REQUIRED KNOWLEDGE, SKILLS, QUALIFIACTIONS, EXPERIENCE

Communication & interpersonal skills

- The ability to work with, inspire, and influence leading philanthropists and business leaders.
- Strong negotiation skills and the ability to persuade and influence with sensitivity.
- Experience of using substantial expertise to influence a range of stakeholders and senior management.
- An ability to operate across borders, adapting your strategy and style to reflect cultural sensitivity.
- The ability to represent the University with confidence, diplomacy, and authority.
- The ability to work with the Vice-Chancellor's office and senior members of the University including Pro-Vice-Chancellors, Heads of College, and leading academics.
- Ability to present complex information, in both written and verbal form, in an engaging and accessible manner.
- Ability to work collaboratively with colleagues within DARO, particularly the fundraising and engagement teams, and colleagues around the University.

General

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- Educated to Degree level (or equivalent level qualifications), or extensive experience of working in a complex organisation.
- Self-motivated and driven to create sector-leading programmes.
- Passionate about and committed to increasing philanthropic support for the University of Birmingham.
- Able to exercise a substantial degree of independent professional responsibility and discretion.
- Able to work under pressure and prioritise a varied and diverse workload.
- Highly literate and numerate, with the ability to write for different audiences and for different purposes, and to produce and analyse complex source material, information, and data.
- Able to work unsociable hours (evenings/weekends) when required.
- Experienced in resource and financial management.
- Demonstrating excellent general IT skills, with a strong working knowledge of Microsoft Office.
- Having a good understanding of the main data protection and fundraising legislation and regulation and their implications.
- Actively promotes equality and diversity to internal and external stakeholders.
- Able to use data to identify equality and diversity issues.
- Experience of developing interventions to address equality and diversity issues.



GLOBAL TALENT

OUR SHARED VALUES

Each professional services area will outline how the values apply in their area and the behaviours expected from colleagues to ensure we embed them in everything we do.

Ambitious

We are confident in the University of Birmingham and project this globally. We are focused on our goals, are clear about our strengths, and pursue our own direction. We are bold and take intelligent risks.

Innovative

We enjoy being the first to do things. Inspired by our Birmingham heritage, we are resourceful, creative, grounded, and practical, and seek to make a real and positive difference to the world around us.

Open

We welcome colleagues, collaborators, and students from across the world to work and study with us. We are committed to academic freedom, freedom of speech, and equality of opportunity for all. We expect everyone to act with sensitivity, respect, and fairness.

Collaborative

The major challenges facing our city, nation, and the world cannot be solved if we act alone. We enhance our research and education by pursuing creative partnerships within and beyond the University.

Responsible

We operate with transparency, trust, and respect. We value our role as an anchor institution for Birmingham. We strive to be an excellent employer, to reduce inequalities in access to education, and to place sustainability at the heart of our work.





TERMS AND CONDITIONS

The successful candidate will receive support during the onboarding process and will be welcomed with a comprehensive and bespoke induction programme. We are highly dedicated to the professional development of our colleagues, who have access to mentors, coaches and internal and external conferences and training courses.

Salary

Grade 9 - Full time starting salary in the range £56,021 to £84,644

Job Family Framework

Managerial and Administrative

Contract Type

Full-time, permanent

Benefits

Birmingham offer a wide range of employee benefits including career development tailored to your ambitions, an attractive pension scheme and generous family leave packages.

Our interest is in offering a flexible, supportive work environment with encouragement to achieve and maintain a healthy work-life balance.

Please visit <u>www.birmingham.ac.uk/jobs/staff-benefits</u> where you will find detailed information on a whole range of staff benefits!

Pension

As an employee of the University of Birmingham you will have access to the USS pension scheme, one of the largest private pension schemes in the UK that currently still allows new Defined Benefits to be built up. The University contributes approx. 14.5% of salary. More information is at www.birmingham.ac.uk/jobs/staff-benefits/pensions/uss

Location

Birmingham Research Park University of Birmingham 97 Vincent Drive Birmingham, B15 2SQ

Hours of work

37.5 hours a week. Working with a degree of flexibility is expected and will include some evenings and weekends, as well as occasional travel (UK and international) involving nights away from home.



TERMS AND CONDITIONS

Hybrid working

We practise a hybrid working model and staff are on campus a minimum of 60% (3 days) a week.

Annual leave

40 days per year, made up of 25 days annual leave, seven closed days, and eight Bank Holidays. For part-time staff, holidays are calculated pro rata.

Staff can purchase up to 10 extra days of additional leave if they need them.

Equal Opportunity

We believe there is no such thing as a 'typical' member of University of Birmingham staff and that diversity in its many forms is a strength that underpins the exchange of ideas, innovation and debate at the heart of University life. We are committed to proactively addressing the barriers experienced by some groups in our community and are proud to hold Athena SWAN, Race Equality Charter and Disability Confident accreditations. We have an Equality Diversity and Inclusion Centre that focuses on continuously improving the University as a fair and inclusive place to work where everyone has the opportunity to succeed.

Creating an inclusive environment that welcomes applicants with a disability is key to ensuring we have a diverse and effective workforce. Should you require reasonable adjustments made to the recruitment process, please let us know.

Please also let us know of any reasonable adjustments that we would need to make for you to attend an interview.

If successful, your manager will be on hand to discuss any reasonable adjustments you may need in order to successfully take up the role, including changes to working practices, flexibility around hours/breaks, equipment etc.

We also use the Access to Work scheme where appropriate to support new joiners.

How to Apply

To apply, please send your CV and cover letter no later than midnight on Sunday 12 May to info@weareconstellate.com

The University of Birmingham is partnering with Joanna Logan and Erin Hall-Westfall of Constellate Global Talent on this search. If you would like to have a confidential discussion about the position, please email info@weareconstellate.com

If invited to interview, do please look at our resource on job interviews. Our job interview guide is designed to equip you with the knowledge and skills you need to excel in interviews of all types - www.birmingham.ac.uk/jobs/job-interviews





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