

Candidate Brief

Director of
Advancement

Reference: R190100

Salary: Competitive

Contract Type: Continuing

Basis: Full Time

Closing Date: 23.59 hours BST on
Sunday 31 March 2019

Interview Date: Thursday 11 April
2019

EXCELLENT
DIFFERENT
DISTINCTIVE
ASTON



Job description

Aston University are seeking an exceptional individual for the leadership position of Director of Advancement within the Development and Alumni Relations team (DARO). The post-holder will shape and drive an impactful strategy for philanthropic, transactional and investment giving whilst building exceptional relationships and demonstrating great leadership.

Founded in 1895 and a University since 1966, Aston has nearly 100,000 alumni around the world. Our alumni go on to do amazing things after graduation: founding businesses, leading multinational companies, serving in government, setting up charities and shaping their communities. Many are actively engaged with the University; giving generous philanthropic gifts, brokering business partnerships, extending our network, providing student mentoring and career opportunities. Through these connections, we have delivered tailored degree apprenticeships and Executive Education programmes and benefitted from sponsorship of new degree courses to meet business needs. Our supporters are investing in Aston spin-out companies and start-ups, and are using the expertise of our academics in projects with real-world impact. There is huge opportunity to do more across all of these areas.

This is a chance to join a high-performing Development and Alumni Relations team who get things done, who are delivery-focussed, are not afraid to try new initiatives and who work closely with senior leaders across the institution. We have an impressive group of active supporters and advocates, as well as untapped potential to explore. Aston is a place that recognises the transformational and diverse value that alumni and friends can bring - this role will further unlock that variety of value.

In 2016 we launched the first institution-wide fundraising and engagement Campaign 'Pioneers for Change'. With this Campaign now drawing to a close it is the right time to join us to shape the future direction of 'Advancement' at Aston. If you are excited by the opportunity to work creatively and have impact across all areas of an institution and at all levels, this role is ideal. This post is strategically important, and donors, volunteers and University leaders will be involved in the recruitment process and are happy to discuss the role informally. Please contact Andrew Harris, Executive Director of Campaigns at andrew.harris@aston.ac.uk in the first instance.

Job Purpose:

The Director of Advancement will have an impact through exceptional performance in three key areas: developing strategies and plans to generate philanthropic and transactional income, building exceptional relationships and providing outstanding leadership within the team and wider University.

1. Income Strategy and Innovation

- ▶ Develop and lead innovative and comprehensive advancement plans that will enable Aston to meet ambitious income goals, working with the Executive Director of Campaigns and other senior members of the University.
- ▶ Identify opportunities to engage alumni, friends, businesses, trusts and foundations around our key research initiatives, our spin-out portfolio, and our product offering including degree apprenticeships/executive education.
- ▶ Balance and focus the income streams to achieve the targets across:
 - Philanthropy - High Net Worth individuals, volunteer led fundraising, trusts and foundations, mass appeals,
 - Transactional - largely income derived from the value our products and services can bring to the businesses of our alumni,
 - Investment - maximising the opportunities of our spin-out portfolio and encouraging engagement and investment from our alumni.

- ▶ Drive and champion Aston's fundraising campaigns and appeals, including annual fund and crowdfunding. Innovate, create, plan and execute potential new revenue sources and partnerships.
- ▶ Measure campaign results and analyse progress against financial goals.
- ▶ Working as part of the Development and Alumni Relations leadership team to shape the direction of that team post 'Pioneers for Change'.

2. Relationships

The Director of Advancement will develop, build and manage exceptional relationships with senior and influential individuals and groups:

Volunteer Boards

The Development and Alumni Relations Office has four Boards of engaged volunteers who sit at the heart of our activity and play a crucial role in helping us tactically achieve our ambitions. This role will manage and work hand-in-hand with those Boards. We have:

- ▶ Campaign Board – Chair, Dr Tony Hayward, Chairman Glencore
- ▶ Business Board – Chair, Dr Matthew Crummack, CEO of GoCompare
- ▶ USA Foundation – Chair, Dr Farhan Sharaff, Senior Partner, Guggenheim Partners
- ▶ West Midlands Board – Chair, Dr Jason Wouhra, Director, East End Foods

Donor Cultivation

- ▶ Own and cultivate a portfolio of high net worth individuals and contacts to increase philanthropic, transactional and investment income.
- ▶ Create strategies to identify, cultivate, solicit, and steward new major donors involving senior leaders in the process.
- ▶ Work collaboratively with the volunteer board members to extend and leverage our network of major donors, advocates and influencers.
- ▶ Meet prospective and current donors on a regular basis to establish and develop relationships, brokering relevant connections across the University.

University Relationships

- ▶ Executive Director of Campaigns (line manager): You will work hand-in-hand with this role, meeting more than weekly to discuss strategies and activity
- ▶ Director of Supporter Engagement: Work closely together as part of the Department's Senior Leadership team to motivate and inspire the team, encourage collaborative working and ensure opportunities are maximised.
- ▶ Individual Giving and Major Gift team: You will manage this team, providing leadership, development, support and challenge and bringing them together to focus on priorities.
- ▶ Chairs and membership of the Volunteer Boards – ongoing relationships as you engage and involve them in the Advancement process
- ▶ Vice Chancellor/Chief Executive Officer and wider Executive: Work with them on an ongoing basis meeting them frequently, understanding their requirements from Advancement and engaging them in the delivery of the strategy in appropriate ways.
- ▶ Executive Director of Business Engagement: working closely with the Executive Director and the Business Engagement team to provide and maximise opportunities through DARO's business links
- ▶ Senior Academics - ongoing relationships as you engage and involve them in the Advancement process.

- ▶ Council/Governing Body: You will provide a written report for each Council meeting and along with the DARO leadership team will present to them on an annual basis. Council are willing to be involved in the Advancement work as required

3. Leadership

- ▶ As part of DARO's leadership team together with the Executive Director of Campaigns and the Director of Supporter Engagement, you'll make strategic decisions and develop the future direction of the team across all areas of our activity.
- ▶ You will have an active role at institutional level as part of the University's Senior Management Group, participating in institutional strategy discussions.
- ▶ Lead, manage, challenge, inspire and motivate the Individual Giving and Major Gift teams to meet targets and develop sustainable fundraising pipelines.
- ▶ Represent DARO on relevant internal University Boards and groups, and the University at external events and groups as required.

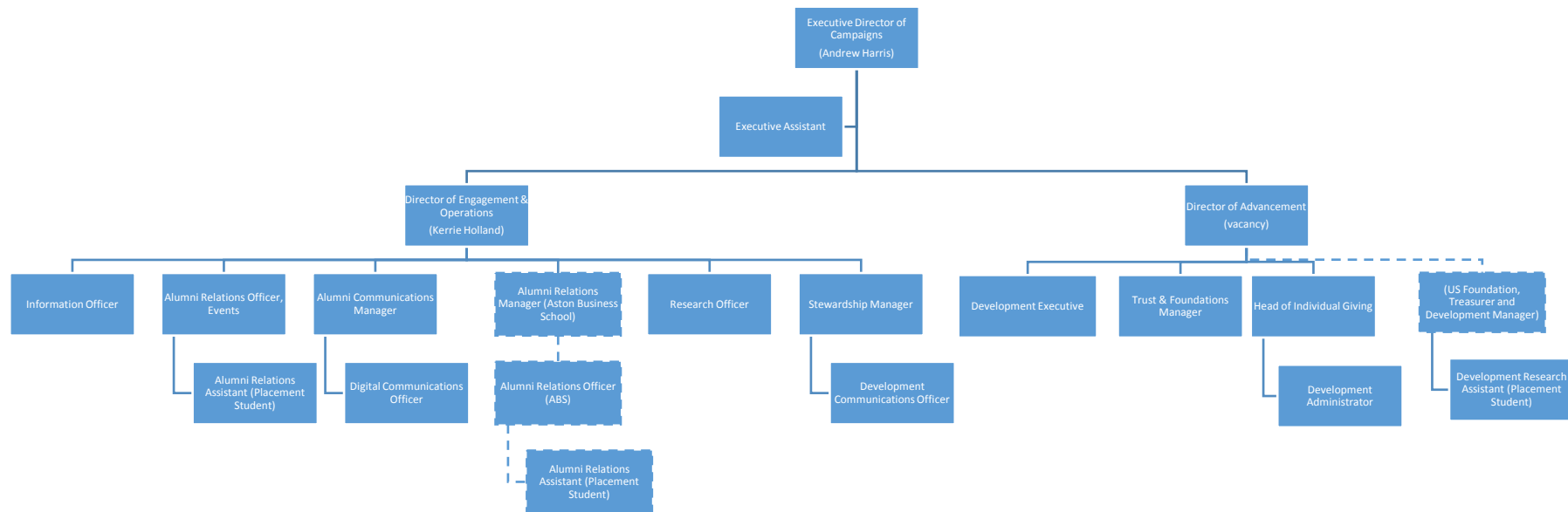
Success criteria at the end of the first year:

- ▶ You will have met with your key prospects, building relationships and identifying and progressing opportunities for their involvement with Aston.
- ▶ You will have a strong working relationship with the members of the volunteer Boards, each will have a clear sense of purpose and objectives and a dashboard to measure progress.
- ▶ You will have personally contributed to the income target for the year, and developed a pipeline for 20/21 and beyond.
- ▶ The Individual Giving and Major Gifts team will have met their targets and be focused around key priorities.
- ▶ You will have been instrumental in shaping the plans for DARO direction post 'Pioneers for Change'

Additional responsibilities

- ▶ Engage in continuous personal and professional development in line with the demands of the role, including undertaking relevant training and development activities to develop themselves and support the development of others.
- ▶ Ensure and promote the personal health, safety and wellbeing of staff and students.
- ▶ Carry out duties in a way which promotes fairness in all matters and which engenders trust.
- ▶ Promote equality of opportunity and support diversity and inclusion as well as working to support the University's environmental sustainability agenda and practices.

Development & Alumni Relations Office



Person specification

	Essential	Method of assessment
Education and qualifications	Educated to degree level or equivalent.	Application form
Experience	<p>Substantial experience in a relevant role e.g. fundraising or business engagement, developing productive relationships and delivering against targets.</p> <p>Building and maintaining strong relationships with a variety of internal and external stakeholders.</p> <p>Leading, managing, developing, motivating and inspiring teams.</p> <p>Developing strategic income generation/advancement plans and initiatives, with proven tactics.</p> <p>Working in a senior capacity in a complex organisation.</p> <p>Working with senior volunteers, individually and as groups, to give focus, motivation and support.</p>	Application form, interview and presentation
Aptitude and skills	<p>Relationship-focused and outcomes-driven.</p> <p>Credible, confident, able to build relationships and to represent DARO and Aston at all levels.</p> <p>Creative, innovative, able to spot an opportunity and turn it into reality.</p> <p>Proactive, driven and self-motivated.</p> <p>Persuasive, inspiring, motivating and in line with Aston's values.</p> <p>Outstanding communication skills (oral and written).</p> <p>Flexible and adaptable; open to giving and receiving feedback and improvement with a positive attitude.</p>	Application form, interview and presentation
Other	<p>Ability to undertake frequent travel within the UK and international travel as required.</p> <p>Flexibility for evening and weekend events and activity as required.</p>	

How to apply

You can apply for this role online via our website www.aston.ac.uk/jobs. Applications should be submitted by 23.59pm on the advertised closing date. All applicants must complete an application form, along with your CV.

Any CV sent direct to the Recruitment Team and Recruiting Manager will not be accepted. If you require a manual application form then please contact the Recruitment Team via recruitment@aston.ac.uk.

Contact Information

Enquiries about the vacancy:

Name: Andrew Harris

Job Title: Executive Director of Campaigns

Tel: 0121 204 4560

Email: andrew.harris@aston.ac.uk

Enquiries about the application process, shortlisting or interviews:

Recruitment Team via recruitment@aston.ac.uk or 0121 204 4500.

Additional Information

Visit our website www.aston.ac.uk/hr for full details of our salary scales and benefits Aston University staff enjoy

Salary Scales: <http://www.aston.ac.uk/staff/hr/payroll-pensions-and-benefits/salary-scales/>

Benefits: <http://www.aston.ac.uk/staff/hr/payroll-pensions-and-benefits/>

Working in Birmingham: <http://www.aston.ac.uk/birmingham/city-living/>

Employment of Ex-Offenders: Under the Rehabilitation of Offenders Act 1974, a person with a criminal record is not required to disclose any spent convictions unless the positions they applying for is listed an exception under the act.

Eligibility to work in the UK: Candidates who are not citizens of the United Kingdom, or another EEA member country, should check their eligibility to enter or remain the UK in advance of making any job application via the UKVI website <https://www.gov.uk/browse/visas-immigration/work-visas>. Before applying you should ensure that you meet the requirements, including meeting the English language standards. If you do not meet the eligibility criteria, any application for a work visa would be unsuccessful

Equal Opportunities: Aston University promotes equality and diversity in all aspects of its work. We aim to ensure, through our admissions policies for students, and our staff recruitment and selection processes that we encourage applications from all groups represented in the wider community at a local, national and international level.

The University will endeavour not to discriminate unfairly or illegally, directly or indirectly, against student or potential students, staff or potential staff. This commitment applies to all functions of the University and to any stage of an individual's career.

An Equal Opportunities Monitoring Form is included within the application form. Data you provide on the Equal Opportunities Monitoring Form will be included in a general database, for statistical monitoring purposes, enabling the University to monitor the effectiveness of its Policy, Codes of Practice and Guidelines on Equal Opportunities in Employment. Individuals will not be identified by name.

Data Protection Act 1998: Your personal data will be processed in compliance with the DPA and from 25 May 2018 with the GDPR. The University's Data Protection Policy and Privacy Notices, including the Job Applicant Privacy Notice can be found at <http://www.aston.ac.uk/data-protection>. Your application will only be used to inform the selection process, unless you are successful, in which case it will form the basis of your personal record with the University which will be stored in manual and/or electronic files. Information in statistical form on present and former employees is given to appropriate outside bodies.

Full details of our terms and conditions of service and associated policies and procedures are available online at www.aston.ac.uk/hr

