THE UNIVERSITY OF NEW SOUTH WALES

POSITION DESCRIPTION

Position Title: Campaign Development Manager (Asia and Strategic Projects)  Level: 9

Unit: UNSW Foundation  Division: Advancement

Written by: Liz Nield  Date: March 2014

JOB PURPOSE

The Campaign Development Manager (Asia and Strategic Projects) is responsible for the achievement of significant revenue targets through the development and implementation of effective fundraising engagement plans. The role is also responsible for coordinating UNSW’s engagement with potential international donors, positioning strategic projects to maximise donor appeal, managing a substantial portfolio of prospects and major donors, and for ensuring a robust pipeline of prospects is being strategically cultivated.

This is one of three Campaign Development Manager roles within the UNSW Foundation responsible for taking the initiative on large-scale development projects, managing relationships with key internal stakeholders, major donors and other external organisations and providing executive support to UNSW’s most senior fundraisers, namely the Chancellor, Vice-Chancellor, Vice-President, Advancement and the Director Development, UNSW Foundation.

The position reports jointly to the Vice-President, Advancement (as the CEO, UNSW Foundation) and the Director Development, UNSW Foundation and is a key team player in ensuring that the fundraising goals of UNSW are championed throughout the University.

MAIN DUTIES

- Manage relationships with a portfolio of up to 50 international prospects and major donors by implementing bespoke engagement plans which contain detailed activity around identification, qualification, cultivation, solicitation and stewardship.
- Participate in all aspects of the gift cycle including
  - Develop a highly-targeted prospect pipeline through close collaboration with the Prospect Researcher, ensuring that prospects are
appropriately identified, researched and qualified and that linkages with UNSW, interests and associations are identified.

- Prepare, review and refine detailed engagement plans which include who, within the University (UNSW senior leadership team, Board Members, Deans, Faculty members), is best placed to make initial contact, which events will appeal to particular prospects, what the best mode of communication with them is and what the cultivation timeframe is.
- Initiate contact with potential international major gift donors as appropriate.
- Prepare, review and refine appropriate cultivation strategies for prospects including plans which involve the UNSW senior leadership team, board members, Deans and faculty members.
- Engage with potential donors in an appropriate and timely fashion in order to ensure the highest level donation is ultimately made.
- Prepare monthly contact reports for the Vice-President, Advancement and Director, Development detailing all interactions with the portfolio, progress against financial targets and providing detailed profiles of major prospects as requested.
- Accurately record all information about, and communication with, the prospects and major donors on the Raisers Edge Database (including research attachments, engagement plans, stewardship plans, meeting reports and contact reports).
- Make solicitations where appropriate and provide support to other UNSW Fundraisers making solicitations, ensuring they are equipped with comprehensive background information and any other required proposals or documentation.
- Prepare detailed stewardship plans that acknowledge donors and ensure that these relationships are managed effectively and consistently to provide the best chance of recurrent giving.

- Contribute to strategic fundraising projects as required by the Vice-President, Advancement and assist the Vice-President, Advancement in establishing and promoting the UNSW Foundation Global Circle of Donors.
- Provide advice on appropriate protocol for engaging with potential international donors located in Asia to the Vice-President, Advancement and other senior staff as required.
- Work collaboratively with members of the UNSW Foundation, Deans, faculty members and Development Managers to promote UNSW and the fundraising objectives of the UNSW Foundation.
- Build relationships with a wide range of stakeholders and develop an understanding of developments in order to identify the projects within UNSW which will have most appeal to donors based overseas and which are able to be funded by philanthropic gifts or industry contributions.
• Ensure donor relationships are managed effectively and consistently throughout the Faculty and UNSW according to moves-management principles.
• Collaborate closely with the Director Alumni and Community Engagement to increase the number of major gifts procured from international alumni.
• Coordinate international donor engagement trips for the Vice-President, Advancement, accompany the Vice-President, Advancement if required and complete associated follow-up work after a trip.

A. ENVIRONMENT

Position Context

The Division of Advancement consists of the Office of the Vice-President Advancement, the Development and Alumni and Community Engagement teams (UNSW Foundation), the Media Office and Marketing Services teams (Marketing and Communications) and the Central Web Unit and UNSWTV teams (Digital Media Services).

UNSW Foundation aims to advance UNSW’s philanthropic, financial and reputational capital among stakeholders nationally and internationally. The Foundation consists of two teams, Development and Alumni & Community Engagement, and is responsible for building internal and external relationships that foster philanthropic giving and alumni relations in support of the University’s highest academic priorities.

Statistics

UNSW
number of alumni            Approximately 250,000
staff                      Approximately 6,600
students                   Approximately 50,000

Division of Advancement staff (total): 80 staff

Reporting Relationships

This position reports to jointly to the Vice-President, Advancement and the Director, Development.

A part-time Major Gifts Officer reports to this position.

Other positions reporting to the Vice-President, Advancement include the Director Development, Director Alumni and Community Engagement, Director Media Office, Director Marketing Services, Director Digital Media Production (UNSWTV), Director Media Office, General Manager Division of Advancement, Executive Officer and Company Secretary and an Executive Assistant.
Other positions reporting to the Director, Development include Faculty Development Managers, Campaign Development Managers, Development Manager (Future Giving), Manager Development Services, Development Coordinator, Prospect Researcher, Executive Assistant.

Other relationships
- Development and Alumni and Community Engagement teams within the UNSW Foundation
- Other staff from the Division of Advancement
- UNSW overseas representatives
- Faculty based academic and professional staff
- Advisory Council members
- Development staff in other Faculties
- Donors, alumni, community leaders, government officials, senior public servants

Challenges & Constraints
- Declining public funding of Australian universities will place additional pressure on UNSW to seek alternate philanthropic funding streams from individuals, foundations and corporations.
- The plethora of other educational and charitable institutions raising funds to support their activities means that there is strong competition for the philanthropic dollar.
- Alumni who attended UNSW pre-HECS are not aware of the financial burdens placed on current students and academics and do not fully understand the necessity for philanthropy.
- Managing relationships with faculty-based Development staff to ensure a cohesive, UNSW-wide fundraising strategy is in operation.

B. PRINCIPAL ACCOUNTABILITIES
- The Campaign Development Manager, UNSW Foundation (Asia and Strategic Projects) is principally accountable for achieving ambitious revenue targets, building a robust pipeline of qualified international donors, developing updated schedules of strategic fundraising projects and engagement plans for ultra-high net worth donors and alumni.
- Fundraising campaigns and initiatives are successfully developed and managed to achieve agreed major gift revenue goals which meet the short and long term needs of the UNSW.
- Fundraising and external relations activities are strategically focussed to enhance UNSW’s Strategic Intent (B2B) and to highlight the impact of the work undertaken at the University.
- High quality advice, information and support are provided to the Office of the Vice-Chancellor, the Division of Advancement and other relevant UNSW bodies as required.
• Establishment of relationships with community leaders, business, legal and government leaders to enhance the reputation and leverage strategic opportunities for the UNSW and the relevant faculties.
• Liaison with all stakeholders is effective and a culture of cooperation and collaboration is developed, promoted and maintained.
• UNSW Foundation’s Global Circle of Donors is successfully established and promoted.
• Donor relationship and prospect contacts and information are accurately recorded in the Raisers Edge database according to agreed UNSW, moves-management principles.
• Sustainable and regular growth is obtained in philanthropic support through effective prospect and relationship management.

C. SELECTION CRITERIA

• Relevant tertiary qualifications and extensive experience in development and donor relations preferably within the university sector.
• Demonstrated success in procuring gifts of $100K - $1 million and achieving high fundraising targets in a competitive environment whilst ensuring that strong foundations are laid for the future.
• Evidence of success in establishing, cultivating and maintaining high-level, strong relationships with influential donors and executives for successful fundraising outcomes.
• Experience in prospect research and demonstrated ability in building a highly-targeted and robust pipeline of prospects.
• Demonstrated knowledge of the customs and protocols which will be required to fundraise internationally, specifically within Asia and experience working with stakeholders based in Asia.
• Experience in maintaining collaborative relationships with senior internal leaders in a large and complex environment.
• Excellent oral and written communication skills including the ability to speak effectively in front of internal and external audiences, make personal one-on-one presentations to prospects and develop high quality fundraising proposals.
• Proven track record of providing effective fundraising support to senior fundraisers and executive leadership.
• Proven ability to effectively manage complex projects which involve several interest groups to achieve strategic goals.
• Highly developed negotiation and conflict resolution skills.
• Proficiency in a range of computing skills including the use of customer relationship databases designed for fundraising and alumni programs (e.g. Raisers Edge).
- Willingness and capacity to implement required OHS policies, safe work practices and equal opportunity policies and programs.