

University College London

Associate Director of
Donor Experience and Events

*Disruptive
thinking
since 1826*



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To our future Associate Director of Donor Experience and Events,

Thank you for your interest in our team and this role.

Every day, we get to make the remarkable happen at UCL. As a dedicated, ambitious and successful Advancement team, we work in partnership with our faculties, alumni donors and supporters to empower critical research, education and innovation that transforms our understanding of the world and confronts some of the most pressing problems across health, the environment and society.

After the success of our last campaign, we have taken stock of our achievements to date and began planning for what's next. We have a big and bold vision and are looking for talented fundraising and supporter engagement professionals, who are equally ambitious, to join us in three recently created roles to build new programmes in Regular Giving, Legacy Giving and the Donor Experience, with strategic intent.

We're looking for experienced and creative strategists and doers, who are skilled at innovating, embedding change, and bringing stakeholders along on the journey with them. We actively encourage people from all parts of the not-for-profit sector to consider joining us – in fact, I made the move myself from the NSPCC to UCL in 2009 and have progressed my career at UCL ever since. For me, there are two particular highlights that I've valued in making the move across sectors.

One is that working at a university means you see the impact each gift you secure makes - you actually meet the recipient, hear about the impact the gift made and recognise the role you play in very meaningfully creating changes in the world that transform lives and society. The second is the exceedingly intelligent people you meet. It's an incredibly stimulating environment and for the intellectually curious it's terribly exciting to be at the cutting edge of the best research in the world.

Most importantly, we want people who share our vision and are excited about the opportunity to work across the breadth of our university's talent. From academics and researchers, to students and staff, this could be an opportunity to work with the brightest minds and changemakers, and make a real difference. Does that pique your interest? If so, then please read on and we look forward to hearing from you.



Angharad Milenkovic
Vice-President (Advancement)

Background Information

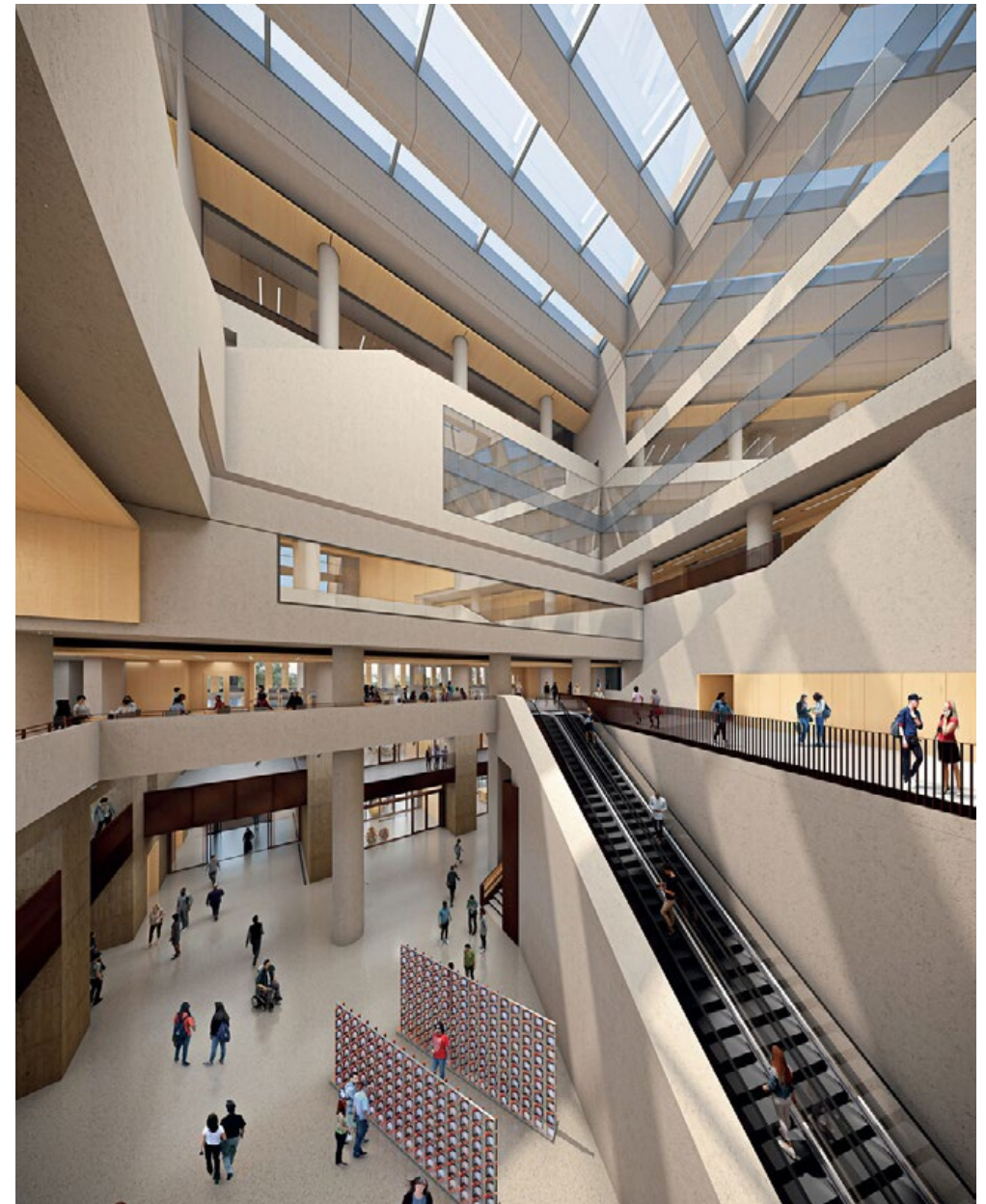
Two hundred years ago, UCL redefined the very idea of a university. We opened up university education to the many, not the few. Our bold founders committed us to innovation, inclusivity and excellence, and we haven't stood still since.

As London's leading multidisciplinary university, we are home to a diverse global community of world-class academics, staff, students and alumni, who have the freedom and courage to challenge, question and think differently. We strive to continuously break boundaries and make a tangible impact on real world problems. From cancer research to climate change, dementia to social inequality, the world is facing huge challenges and we're determined to play our part in solving them.

With breakthroughs across medicine, engineering, science, humanities, and arts, we have an international reputation for an interdisciplinary approach and groundbreaking research. We focus on addressing the real-world challenges that matter to individuals and societies and, through our teaching, we aim to prepare outstanding citizens, leaders and innovators of tomorrow.

Today, UCL is the largest on-site HE provider in the UK, and also one of the most complex. Our undergraduate and postgraduate student populations are similar in size and are taught across 94 academic units in 11 faculties. A focus on 'all' students regardless of programme, department or individual characteristic, is a key feature of the regulatory framework in which we operate.

Our students tell us they want to be stretched intellectually, to engage with current issues in their chosen field, and feel confident to go out into the world and make positive impacts. Together with the Student Union, we co-created a definition of 'Educational Gains' for the 2023 TEF submission to capture our beliefs about what all students can or should achieve by studying for a UCL degree.





Education and student experience excellence at UCL is grounded in:

- Intellectual challenge, academic rigour, and our cutting-edge research;
- A critical understanding of our heritage and a shared belief in questioning, challenging, debating and disagreeing well;
- Engaged and productive partnerships between students and staff;
- Equality, inclusion, diversity, respect and care for our global community of students and staff;
- Strong academic disciplines and powerful cross/interdisciplinary collaborations;

The desire to educate future citizens, leaders and innovators who will make positive impacts in the world.



UCL is University of the Year 2024 (The Times and Sunday Times Good University Guide 2024)



UCL was rated 2nd in the UK for research power in the Research Excellence Framework 2021



UCL was ranked 9th in the 2024 QS World University Rankings



There have been 30 Nobel Prize laureates amongst UCL's alumni and current and former staff to date

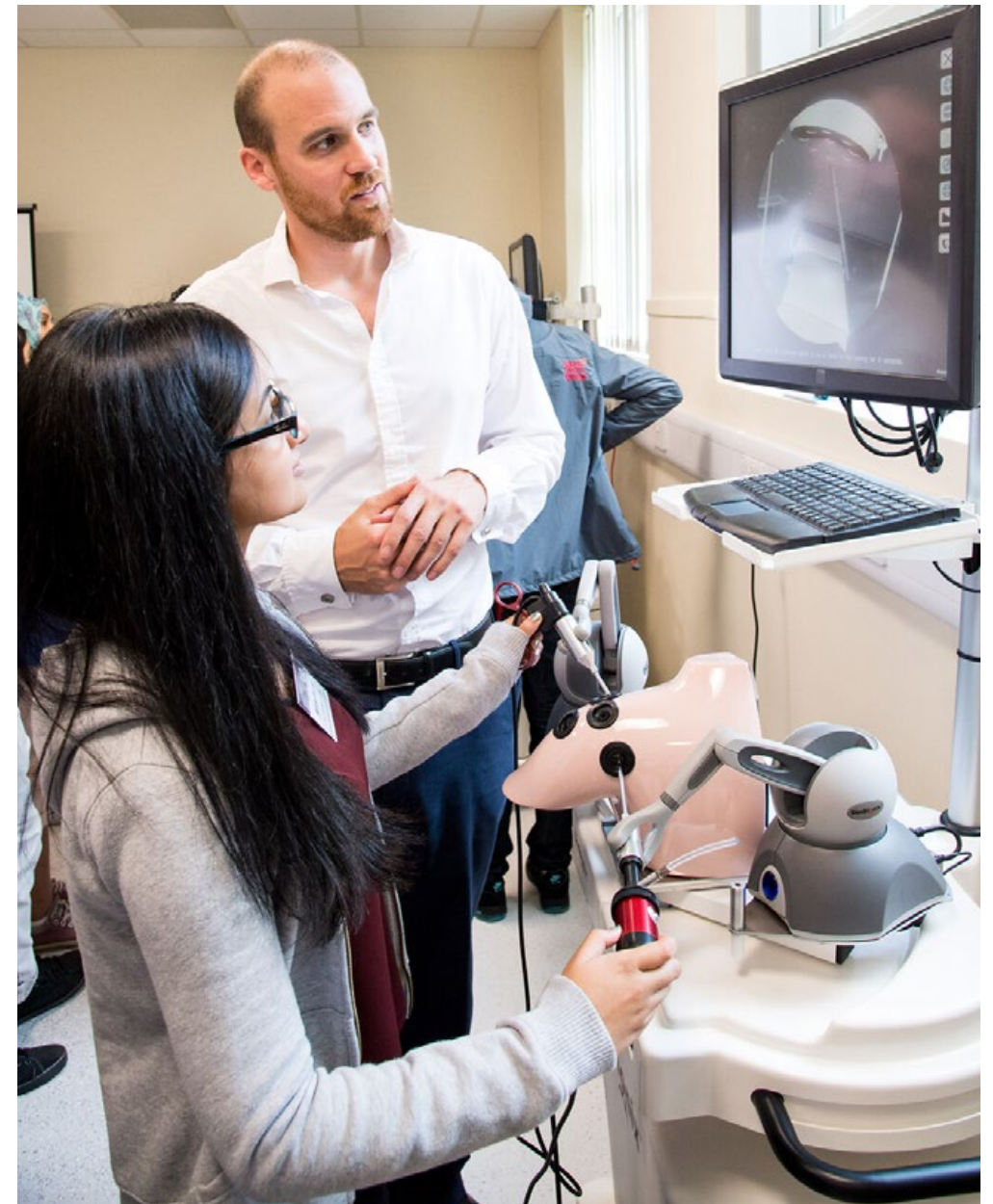
At UCL, we are fortunate to have a strong community of alumni, supporters and donors. They are an integral part of our ecosystem - from supporting our students to develop the critical skills which equip them to be lifelong learners and to be our leaders of the future, and partnering with our research and teaching staff to bring about change and impact in areas that matter to them, to us, and to the world at large, our supporters help us to make the world a better place.

In 2020, we closed one of the most successful fundraising campaigns in the UK's higher education sector. The *It's All Academic: The Campaign for UCL* galvanised a global community and raised £624M, and has set the stage for a new level of ambition for our future. Philanthropic impact can be a long-game and requires a clear vision. Momentum in our fundraising and engagement activities continues to grow, and we are now developing the strategy towards our next campaign, our most ambitious yet. Launching in our bicentennial year in 2026, this represents a fantastic opportunity to engage our supporters and to celebrate the impact that UCL has on the world.

An additional outcome of *It's All Academic* has been an increase in our Advancement team's profile across UCL and our community, and support for our work. We have secured significant investment in and for our team, and are now seeking 3 experienced and ambitious fundraising and donor relations specialists to join us as Associate Directors, and help drive the step change we are creating towards achieving even more.

For further information visit:

<https://advancement.ucl.ac.uk/philanthropy-impact-report-2022-23/>
and www.ucl.ac.uk



In 2022-23 we raised:

£56M +
for health

£9.5M 
for student support and
education which benefitted nearly
150 scholarship students

£82.5M 
for UCL research across
every faculty

The Role

Job Title

Associate Director of Donor Experience and Events

Location

London / hybrid working

Reports to

Director of Alumni and Supporter Experience

Responsible for

Overall team of ten

Direct Reports

Head of Events, Senior Events Manager, Head of Donor Relations

Key Relationships

Colleagues across Advancement; the President & Provost's office; teams across External Engagement, Research Innovation and Global Engagement, and Estates; academics and faculty colleagues; alumni and donors; and key charity partners.

Purpose

The Associate Director of Donor Experience and Events is a pivotal new position within the Advancement team. It is responsible for delivering a gold-standard donor experience which focuses on donors/supporters retention and uplift, and which is fit for donors who have given at transformational levels.

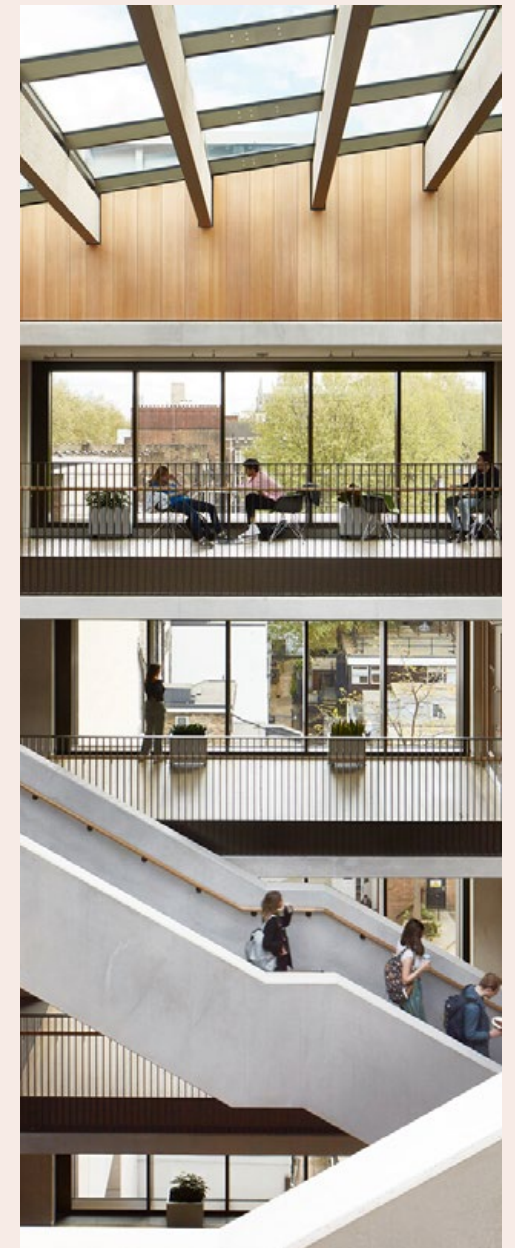
Innovative, creative and detail-orientated, you will partner with our fundraisers to deliver bespoke engagement experiences for our most significant supporters. You will have a particular focus on delivering donor experience strategies at the seven-figure level and above, and will adopt a position of leadership and internal consultancy both within the team and across UCL to successfully plan and manage projects and initiatives.

You will lead on developing our engagement strategy for our most senior donors, and work closely with members of the wider Vice President and Vice Provost leadership team, including UCL's Head of Institutional Events and Director of Campus Experience, to ensure opportunities for bespoke engagement are integral to UCL's wider External Engagement activity.

You will also work closely with the Associate Director of Alumni and Campaign Engagement, and other communications colleagues, to ensure the impact of philanthropy is amplified through our internal and external messaging, optimising the reach of stewardship reports for a wider audience where appropriate.

Demonstrating strong leadership, you will proactively bring together and lead a team of professionals experienced in donor relations and supporter events. Critically, your team will be responsible for the launch events for UCL's biggest ever fundraising and engagement campaign in 2026.

The Associate Director of Donor Experience and Events will be a member of the Advancement management team. You will join the team at an incredibly exciting time, and you will play a pivotal role in planning and delivering UCL's next campaign.



Key Criteria for Success

After 12 months in post, the successful candidate will have:

- Worked closely with the Donor Insights team and our consultants to evaluate our current offering, and with fundraising and alumni engagement colleagues to listen, consult and build a new program and strategy for the future of the donor experience.
- Developed and launched a range of new initiatives from a recognition policy and robust matrix to more bespoke stewardship plans, and have successfully begun bedding these in to set a new standard at UCL.
- Brought together and galvanised the team into one cohesive and collaborative function.
- Devised and set metrics for success for the team, and have a tactical plan to deliver against these.
- Developed a campaign launch strategy and began socialising the plans with key stakeholders across UCL.
- Developed resource and resilience within the team to ensure the ability to deliver against the strategy, and built in the ability to be flexible when the occasion requires it.



Key Responsibilities

Strategy and planning

- Lead UCL's stewardship strategy, including the creation and implementation of a stewardship matrix which regulates levels of stewardship, streamlines discussions and equips our fundraisers.
- As part of UCL's stewardship strategy, proactively support relationships with our most transformational donors through the creation of bespoke stewardship plans in partnership with fundraising colleagues.
- With the Director of Strategy and Operations and the Director of Alumni and Supporter Experience, lead on developing a naming and recognition policy fit for UCL and our donor community.
- Oversee a review of donor experience at UCL with a focus on better understanding our donor community, utilising our campus in their experience, and amplifying the impact of milestone and transformational giving, acknowledgement and gift reports.
- Oversee a review of supporter events at UCL with a focus on creating a robust, yet agile approach which centres around quality experience and tangibly supports donor giving, retention and uplift.
- Lead on the development of a strategic programme of supporter events and engagement opportunities, working with the Director of Alumni and Supporter Experience and UCL's Head of Institutional Events and External Engagement team, to build a streamlined programme of activities that appeals to our most significant supporters.
- Oversee the design and delivery of campaign launch events in 2026 which must draw in our alumni and supporters. Providing them with immersive and interactive opportunities to experience the lifechanging work happening at UCL.
- Work with the Advancement Strategy and Operations team to develop an approach to monitor and track donor relations and stewardship activity, set KPIs, and to streamline processes and create efficiencies across within the department and beyond.



- Through monitoring and evaluation, continuously adapt our approach, learning from best practice and from the approaches of our peers, to ensure that our donor experience is sector-leading and competitive within the changing global philanthropic landscape.
- Build close collaborative relationships with key colleagues across UCL (e.g., colleagues responsible for delivery of UCL's Campus Experience strategy and for our Institutional Events programme) to ensure that our donor audience is a key part of UCL's overall external engagement strategy.
- Ensure that UCL is able to offer bespoke donor experiences, by creating a suite of engaging opportunities (e.g., considering different sites/locations, formats, interactive experiences) and ensuring that UCL adopts a coordinated approach to managing these across our Advancement, Estates, External Engagement teams and our faculties.
- Foster a 'business partner' culture for collaborating with our fundraisers and Alumni & Supporter Relations colleagues. Providing clear processes for engaging the support of the team, managing priorities and ensuring resourcing arrangements are carefully

Programme delivery



considered, in order to deliver a high-profile and donor-centric stewardship and events programme.

Leadership and team management

- As a member of the Advancement management team, build positive relationships across Advancement, working collaboratively and fostering a culture of support and partnership.
- Create a supportive and enabling team culture, setting clear objectives to deliver an exceptional experience to our supporters. Manage, motivate and coach direct reports, and provide oversight of the wider team, ensuring they perform at a consistent high level, to achieve their targets for delivery, in line with strategic direction.
- Manage and oversee the budget and ensure the effective deployment of resources against priorities.
- Improve and implement processes that simplify and streamline ways of working across the team, and with the Advancement team and UCL more widely.
- Offer proactive strategic and tactical advice to the Vice-President Advancement, Director of Alumni and Experience, Director of Strategy and Operations, Director of Development and other members of the UCL executive team as required.

General

- As an active member of the Advancement team, some working outside of core hours may be required (e.g., at engagement events, for travel).
- Other duties within the scope, spirit and purpose of the role and its grade may be requested by the line manager.
- Follow and actively promote the UCL Ways of Working.
- This job description may be reviewed and be subject to amendment in consultation with the post holder.



Person Specification

Experience and knowledge

Essential

- Experience of managing/supporting principal gift fundraising by creating bespoke stewardship plans, and an excellent understanding of the specific needs and motivations of high-net-worth donors, Trusts, Foundations and corporates.
- Experience of having executed a strategy that builds and deepens external and internal stakeholder relationships in a large, complex organisation.
- Strong experience leading and managing high-performing teams with a diverse range of specialist skills, building cross-functional teams and collaboration.
- Experience of using data tracking and evaluation tools to gauge the effectiveness of planned activity.
- Track record of working collaboratively across a cross-functional team and successfully gain insights, buy-in and practical support for your area of responsibility.
- Experience of evaluating processes and policies to identify opportunities for efficiencies and implement these.

Desirable

- Experience of leading a donor relations team in a fast-paced, high-performing environment.
- Experience of fundraising in a higher education context.

Skills, abilities and attitudes

- Ability to think and act strategically to devise relevant, innovative and creative engagement, cultivation and solicitation opportunities in the short, medium and long term.
- An inspiring communicator, with excellent writing skills.
- High degree of self-drive and the ability to bring others along with you.
- Ability to work effectively as part of a team, to partner our fundraising and alumni engagement activities. Work flexibly and creatively to achieve shared goals.
- A meticulous attention to detail, assuming responsibility for delivery, adapting as appropriate and managing unforeseen challenges with diplomacy, resilience and pragmatism.

- Well-developed leadership, interpersonal and influencing skills and the ability to build up and maintain effective working relationships at all levels, whilst making tough decisions and demonstrating sound judgement.
- Sophisticated cultural competency, with the ability to understand and appreciate different perspectives and find positive solutions to ensure continuity of progress.
- Ability to establish priorities and manage multiple activities to meet organisational priorities.
- Clear commitment to leadership and people, setting a positive and emotionally intelligent example.
- Pro-actively influence people and ideas to arrive at outcomes that are beneficial to the organisation.
- Ensure robust project/task review and demonstrate evidence-based action planning.



Next steps

Terms

This is a Grade 9 role with a salary range of £65,698 - £71,357pa, with room for progression up to £81,976pa. To discuss salary parameters please call **Sonja Dunphy**, Managing Director at **Richmond Associates**.

UCL offers hybrid working where appropriate and the successful applicant may normally work remotely for 40-60% of the week if they wish.

The wider package includes:

- 41 Days holiday (27 days annual leave 8 bank holiday and 6 closure days)
- Additional 5 days' annual leave purchase scheme
- Defined benefit career average revalued earnings pension scheme (CARE)

Visit www.ucl.ac.uk/work-at-ucl/reward-and-benefits to find out more.

There has never been a more exciting time to join our team, where your skills and talents will contribute to a rapid growth in philanthropy and alumni engagement at UCL. We are a team of passionate individuals who work together to achieve remarkable things with a global impact, and we would love for you to be part of our journey and our success.

Our people are our greatest asset and we provide an empowering environment where your career development is invested in so that you can fulfil your potential. This begins with our award-winning onboarding programme, which will give you the knowledge you need to immerse yourself in your role and life at UCL, and continues throughout your career with us.

Equity, diversity, and inclusion are hugely important to us. We are committed to creating an environment in which everyone feels able to give their best and where their unique experiences, perspectives and skills are valued.

We also prioritise the work-life balance of our team members and offer agile working and flexibility around working hours. We are happy to receive part-time applications for all our job opportunities. For this role, we are looking for a minimum of 0.8 FTE in hours.

We're always on the lookout for talented people to join us and we appreciate transferable skills and experiences from sectors outside of Higher Education and advancement. We'll also support you to thrive in your new environment.

How to Apply

Applications should include:

1. A comprehensive curriculum vitae (up to 2 pages) giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter (up to 2 pages) that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your notice period and names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.
5. Completed equal opportunities monitoring form which you can obtain from the Richmond Associates team.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Sonja Dunphy, Managing Director at Richmond Associates.

First interviews with UCL will take place from mid-July 2024.

Closing date for applications is 10am on **Monday, 24 June 2024.**

Please send your application to **Shanelle Chong**, Business Support Assistant

- ✉ info@richmond-associates.com (preferred)
- 📍 7-10 Adam Street, London WC2N 6AA, UK
- ☎ +44 (0) 20 3617 9240