



Associate Director, Supporter Engagement  
Department of Development and Alumni Relations

January 2023





The University of Bath is known as an **innovative leader** in all areas of student experience, teaching and learning, research, and international profile:

- Named 'University of the Year' by The Times and Sunday Times 'Good University Guide' 2023
- Ranked 8th best university in the UK by The Times and The Sunday Times Good University Guide 2023
- Ranked 7th best university in the UK, and 5th for career prospects after 15 months, by the Guardian University Guide 2023
- Ranked 8th best university in the UK in the Complete University Guide 2023
- Ranked 9th in The Times Higher Education 'Table of Tables' 2022
- Placed in the Top 100 of the international QS Graduate Employability Rankings 2022
- 86% for overall student satisfaction in the National Student Survey 2022. This means we're ranked 1st in England and 3rd in the UK when comparing institutions listed in the Guardian University Guide
- Ranked 4th in the UK in The Times Higher Education Student Experience Survey 2018

## Development & Alumni Relations (Advancement)

The University of Bath began its alumni and development programme in 1991, initially known as the Graduate Liaison Office, known for now as the Department of Development & Alumni Relations (DDAR) and due to change its name to Advancement for the start of 2023/24 academic year. DDAR is primarily focused on internal and external relationship management of a philanthropic and non-philanthropic nature, in support of the wider University strategy.

In January 2022, Gordon Cox took up the role of Director of Development & Alumni Relations (Advancement). Gordon joined Bath from University College, Oxford, where he was Director of Development and a Fellow. He comes with considerable experience of the Higher Education sector, having previously held development roles at the University of Oxford, University of Edinburgh, and Durham University.

Following considerable investment and increasing professionalism, the current function is now undergoing significant transformational change, shifting the focus to align with impactful research themes identified in the University Strategy and expansion of its senior team and development and alumni engagement expertise.



## Reflections on recent years

During the 2008-2018 Look Further campaign, the University raised £68m in support of scholarships, research and the wider student experience. There are also a number of active and successful ongoing initiatives, including the Bath Connection e-mentoring platform, the Get Connected series of networking events and the sector-leading Gold Scholarship Programme, which has supported some 200 scholars to date.

Recent successes include:

### Student Support and Enterprise

The Gold Scholarship Programme, developed by DDAR in conjunction with colleagues in Recruitment & Admissions, was launched in 2017. Since the launch, approximately £1 million has been raised in support of the Programme, which offers 50 students each year a £5,000 scholarship, along with a comprehensive package of support. [Find out more about the difference the Programme makes](#) to our students and the wider community.

### Digital

Ben Metcalfe came from a background where university wasn't encouraged. A scholarship supported by alumni Roger Whorrod OBE, and a doctoral scholarship from Eur Ing Dr Brian Nicholson KC, set Ben on the road to becoming Dr Metcalfe. Their support meant that he could thrive at Bath: he's now ensuring that others can too. Ben is now Deputy Head of the Department of Electronic and Electrical Engineering. On top of teaching engineering undergraduates and pushing the boundaries of his research into treating people with spinal cord injuries, Ben volunteers as a mentor to our Gold Scholars. He's also part of Team Bath Racing Electric, which has been supported by alumni.



## Health and Wellbeing

Millions of children miss out on life-saving inoculations because vaccines spoil when not refrigerated. However, Dr Asel Sartbaeva and her team have developed a pioneering technology to keep vaccines stable up to 100°C. This research has been supported by The Annett Trust, and alumni Tim Ford and Roger Whorrod OBE and his wife Sue, whose generosity created PhD and post-doctoral positions that propelled the project forward.

## Sustainability

In 2015, the University received a gift of £5m from Dr Jonathan Milner, an alumnus who graduated from Bath in 1988 in Biology & Biochemistry. Dr Milner's gift was the catalyst for the creation of the Milner Centre for Evolution on campus, which is a pioneering, cross-faculty research centre that bridges biology, health, and education. [Find out more about the Centre's research.](#)

## Community

In 2020/21 our alumni and friends gave their time to our community by volunteering at our online networking and careers events. We welcomed more than 1,600 attendees from 60 countries to 45 events throughout the year, featuring 88 speakers. Our community of Bath Connection volunteers has also grown to include 1,638 mentors and 428 alumni ambassadors, sharing their expertise and university experience with students, fellow graduates and offer-holders.

## Advancement

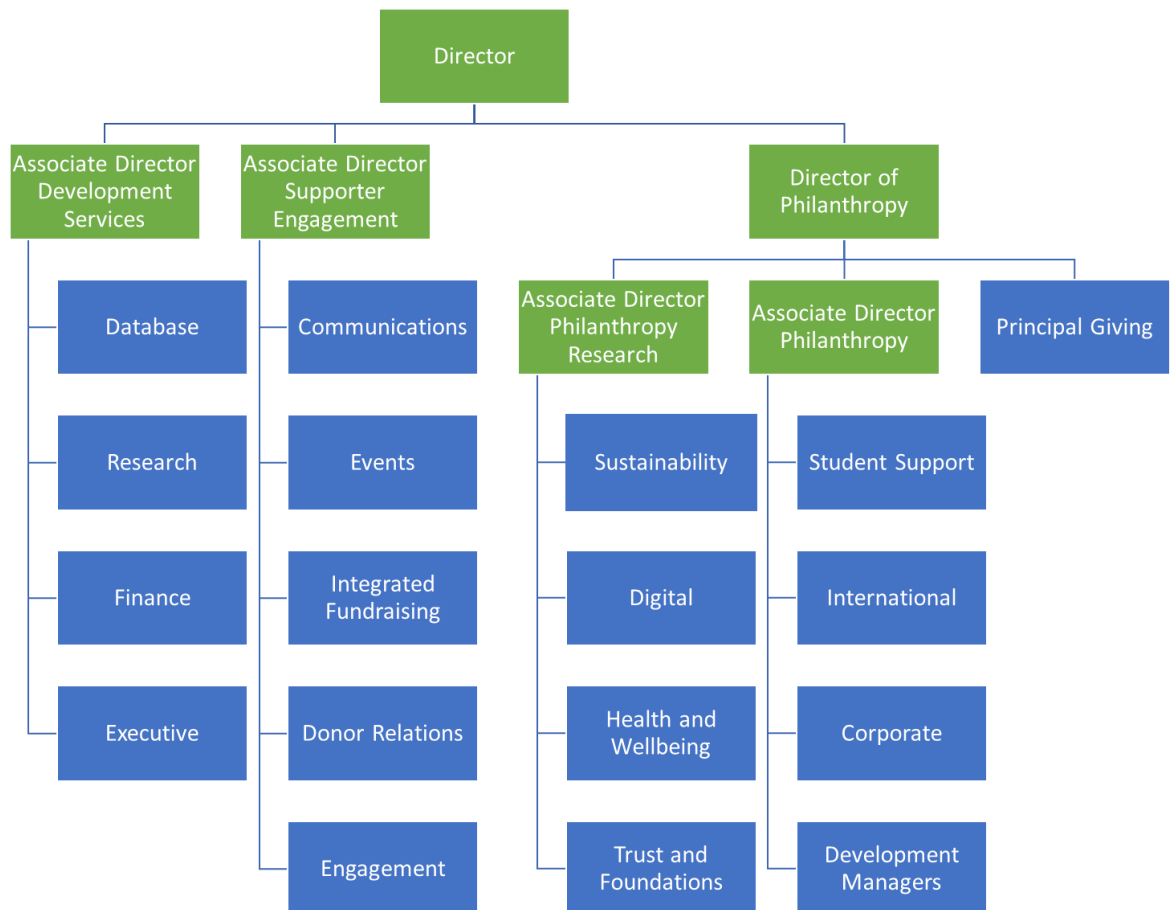
At Bath, we have a proud history of supporting student-athletes to achieve their full potential, like Tom Dean – mechanical engineering student and double Olympic gold medal-winning swimmer. He's been supported by a Bill Whiteley Sports Scholarship since 2018. The triumphs at the Tokyo Olympics didn't stop there for our sports scholars. Swimmers Anna Hopkin (Thompson Educational Trust Scholar) and Calum Jarvis (ITC Scholar) also won Olympic gold, as did modern pentathlete Joe Choong (Ivor Powell Scholar).

## Departmental structure

In terms of structure, the new structure of DDAR is split into three teams, led by an Associate Director of Development Services, and Associate Director of Supporter Engagement and a Philanthropy Team led by the Director of Philanthropy and the Associate Directors Philanthropy for Research and for Student Support and Enterprise. The Major Giving team includes Individual Philanthropy, Trusts & Foundations and Corporate. The Engagement team includes Communications (including proposals), Donor Relations, Events and Integrated Fundraising. There is also a central support team comprising of an Executive Officer, Prospect Researcher, Database Manager, Insight and Finance Administrator, who offer support across the Department.

The Department has a strong culture of collaboration and works closely with colleagues across the University, including Professional Services and the academic community to support the strategic priorities of the University. The online alumni events during the pandemic have been highly successful and created a very positive platform from which to drive forward alumni relations and reset activity in the Department.

For more information, please visit [Development & Alumni Relations](#).



## University Strategy

Looking forward, the Department seeks to support the new five-year University Strategy, ‘Our University, Our Future: Connected’. This has four pillars: fostering an outstanding and inclusive community; driving excellence in education; driving high-impact research; and enhancing strategic partnerships. The Department strategically supports each of these four pillars in the following ways:

- Our outstanding and inclusive community includes not only our current students and staff but also the entirety of our alumni. The Department is committed to strengthening and supporting that community in every way. This includes building an engaged proactive community of philanthropic stakeholders, internally and externally, locally, and internationally.
- Excellence in education is grown and supported through the generation of a sustainable and broad portfolio of income streams.
- High impact research is supported at every level from large-scale funding across institutions and departments to personal studentships and grants.
- The Department works with alumni and friends to enhance strategic partnerships, raising the profile and awareness of the University, the Bath brand, and our impactful work.

For more information, please visit [The University of Bath Strategy 2021 to 2026](#)



## The Role: Job Description

<b>Job Title:</b>	Associate Director, Supporter Engagement	<b>Location:</b>	University of Bath Main Campus
<b>Department:</b>	Department of Development & Alumni Relations (DDAR)	<b>Responsible to:</b>	Director of Development and Alumni Relations
<b>FTE</b>	0.8 or 1.0 FTE	<b>Responsible for:</b>	Donor Relations Manager Events Manager Alumni Communications Manager Head of Integrated Fundraising

### Purpose of the job:

The Associate Director, Supporter Engagement will oversee and be responsible for the development and implementation of the strategy driving engagement with alumni, supporters and volunteers around the world.

The post holder will provide strategic direction to the development of regular giving and supporter engagement programmes through data-driven analysis, to maximise engagement, philanthropic income and volunteering from constituents.

The Associate Director, Supporter Engagement will be responsible for working closely with colleagues across the department to ensure that alumni and other supporters are appropriately engaged and stewarded through efficient management, excellent global events and engaging communications. The Associate Director will also be responsible for leading the Integrated Fundraising team to foster existing relationships and driving innovative and creative techniques for encouraging new donors to support the University.

The Associate Director will develop and implement a strategy which maximises the convening power of alumni and volunteers and work pan-University to build connections and support student recruitment, international, internships, placements, marketing, communication, scholarships and other important stakeholders in the delivery of their strategies.

## **Duties and Responsibilities:**

### **Strategy development**

Develop and deliver a multichannel strategy for engaging alumni and supporters that aligns with the priorities of DDAR and the wider University.

Support the Director and Philanthropy team by developing excellent communications to existing and potential donors.

Provide leadership and guidance to the Events, Communications, Donor Relations and Integrated Fundraising teams, enabling them to develop effective and innovative programmes to engage a range of individuals in support of the University's objectives.

Draw up and manage the Supporter Engagement budget.

Work with internal and external stakeholders to ensure that DDAR supports the wider institution's priorities and is abreast of developments.

Monitor trends in successful fundraising activity, with a view to planning for future University-wide fundraising initiatives.

Take overall responsibility for ensuring that communications, integrated fundraising, donor relations and events activity all comply with relevant guidance and legislation.

### **Effective systems and processes**

Work with the Development Services and Philanthropy Teams to ensure the efficient operation of proper administrative and financial infrastructure, processes and systems to maintain updated and accessible information on philanthropic giving, benefactors, contacts and gift conditions.

Work with the Development Services Team to refine and develop the Department's management information reports so that DDAR can better monitor the performance and effectiveness of its fundraising and engagement programmes.

Support the commission of external fundraising agencies, for example, to run telethons and facilitate crowdfunding, working with them to ensure that DDAR's fundraising strategy is implemented.

Work with the Development Services and Philanthropy teams to ensure that philanthropic income received by DDAR and through RIS is recorded on Raiser's Edge in such a way that it can be reconciled against the University's Financial Systems, liaising with colleagues in RIS and in the Department of Finance and Procurement.

Oversee the Donor Relations, Communications, Events and Integrated Fundraising Managers ensuring they work collaboratively across DDAR and the wider institution to create integrated multichannel strategies for the delivery of their work.

Work with the Development Services Team to ensure appropriate stewardship of donors to the University's 501c(3) (US Foundation) and the proposed Section 88 (Hong Kong charitable entity).

Ensure that all systems and processes relating to events, communications, integrated fundraising and donor relations are compliant with the Fundraising Regulator's Code of Practice, Data Protection and any other relevant legislation.

Ensure that their staff receive training sufficient to their needs and that they are familiar with the Department's data management and data protection policies and procedures.

#### **Team Leadership**

The Associate Director is a member of the DDAR Leadership team.

Shape, plan and implement the strategic direction of the Supporter Engagement team's activities throughout each year, considering the immediate and longer-term implications to support University objectives, setting and monitoring progress against KPIs as appropriate.

Line manage the Supporter Engagement team, including donor relations, communications, events and integrated fundraising, allocating tasks and monitoring progress; supervising, motivating, monitoring and training; and taking full line management responsibility.

Guide participation in sector benchmarking and information sharing schemes, ensuring the accuracy of submissions.

#### **Other**

The Associate Director, Supporter Engagement may also be expected to carry out other duties, which may be reasonably requested. As such, the job may involve occasional evening and weekend work, for which time off *in lieu* can be claimed.

## **Person Specification**

<b>Criteria</b>	<b>Essential</b>	<b>Desirable</b>	<b>Assessed By (Application, Interview or Test)</b>
<b>Qualifications</b>			
Educated to at least first degree level or equivalent.	<b>P</b>		<b>A</b>
<b>Experience/Knowledge</b>			
Experience of using data gathered in a fundraising, sales or marketing environment to inform strategy	<b>P</b>		<b>A, I</b>
Experience of taking strategic ideas and delivering operational reality.	<b>P</b>		<b>A, I</b>
Experience of reviewing and streamlining business processes, including developing new process improvements	<b>P</b>		<b>A, I</b>



Experience of developing and maintaining policies and procedures – ideally gift acceptance and data protection.	<b>P</b>		<b>A, I</b>
A strong awareness of the “big picture” issues relating to the political, corporate and HE sectors and how these affect the Development agenda.		<b>P</b>	<b>A, I</b>
A thorough understanding of the implications of the Data Protection Act 2018 and UK GDPR for prospect research and data management.	<b>P</b>		<b>A, I</b>
Experience of managing and motivating team members and of helping others to achieve their goals and targets.	<b>P</b>		<b>A, I</b>
Budget management: experience of authorising expenditure and reconciling accounts.	<b>P</b>		<b>A, I</b>
Experiencing of commissioning and managing relationships with external agents		<b>P</b>	<b>A, I</b>
<b>Skills</b>			
Understanding of the function and purpose of customer relationship databases and systems – for example, Raiser’s Edge and/or financial systems related to donations.	<b>P</b>		
Ability to work with initiative, think creatively and laterally.	<b>P</b>		<b>A, I, T</b>
Excellent communication skills, both written and verbal.	<b>P</b>		<b>A, I, T</b>
Excellent attention to detail.	<b>P</b>		
<b>Attributes and Personal Characteristics</b>			
Confident and personable, able to communicate with colleagues at all levels.	<b>P</b>		<b>A, I</b>
Flexible approach to managing change and innovation.	<b>P</b>		<b>A, I</b>
The ability to work under pressure, prioritise a varied and diverse workload and resolve problems with a “can-do” attitude.	<b>P</b>		<b>A, I</b>
A meticulous approach with strong attention to detail and a very high level of accuracy.	<b>P</b>		<b>A, I, T</b>
Support and champion development of equality, diversity and inclusion goals and embed equalities in your work.			
Flexible approach to work and willingness to be accommodating over working hours when required.	<b>P</b>		<b>A, I, T</b>

## Effective Behaviours Framework

The University has identified a set of effective behaviours which we value and have found to be consistent with high performance across the organisation. Part of the selection process for this post will be to assess whether candidates have demonstrably exhibited these behaviours previously.

### Managing self and personal skills

Willing and able to assess and apply own skills, abilities and experience. Being aware of own behaviour and how it impacts on others.

### Delivering excellent service

Providing the best quality service to all students and staff and to external customers e.g., clients, suppliers. Building genuine and open long-term relationships in order to drive up service standards.

### Finding innovative solutions

Taking a holistic view and working enthusiastically and with creativity to analyse problems and develop innovative and workable solutions. Identifying opportunities for innovation.

### Embracing change

Adjusting to unfamiliar situations, demands and changing roles. Seeing change as an opportunity and being receptive to new ideas.

### Using resources

Making effective use of available resources including people, information, networks and budgets. Being aware of the financial and commercial aspects of the University.

### Engaging with the big picture

Seeing the work that you do in the context of the bigger picture e.g., in the context of what the University/other departments are striving to achieve and taking a long-term view. Communicating vision clearly and enthusiastically to inspire and motivate others.

### Developing self and others

Showing commitment to own development and supporting and encouraging others to develop their knowledge, skills and behaviours to enable them to reach their full potential for the wider benefit of the University.

### Working with people

Working co-operatively with others in order to achieve objectives. Demonstrating a commitment to diversity and applying a wider range of interpersonal skills.

### Achieving results

Planning and organising workloads to ensure that deadlines are met within resource constraints. Consistently meeting objectives and success criteria.



## How to apply

To apply, please [visit our website](#). Applications should be submitted by end of day Sunday 29 January 2023.

For an informal discussion about the role contact Natasha Bishop on [lisnp@bath.ac.uk](mailto:lisnp@bath.ac.uk) to arrange a call with Gordon Cox, Director of Development and Alumni Relations.