

Candidate Information

Position:	Development and Engagement Manager (North America)
School/Department:	Development and Alumni Relations Office
Reference:	22/109772
Closing Date:	Monday 9 May 2022
Salary:	£34,304 - £40,927 per annum.
Anticipated Interview Date:	Monday 23 May 2022
Duration:	3 years

JOB PURPOSE:

The postholder will play an integral role in supporting the University's North America Strategy and Global Partnerships and Reputation Strategy through developing, co-ordinating and driving a new 3-year plan for alumni and supporter engagement in North America as well as actively supporting fundraising activity in the region with particular responsibility for mid-level fundraising.

The role will require substantial travel to and within North America, with the expectation of at least five visits per year, anticipated to require around 10-12 weeks in North America.

MAJOR DUTIES:

1. In conjunction with the Head of Alumni & Supporter Engagement and the Senior Development Manager, North America, propose, design and deliver a new 3-year Alumni Engagement plan for North America that will build and strengthen the alumni network, raising awareness and support for the University's strategic goals and ambitions.
2. Personally develop and manage a portfolio of key alumni relationships in North America through individual conversations (approximately 100-150 per annum) cultivating and managing relationships through regular, tailored communications, meetings and engagement, taking the lead on following up offers in support of university objectives in order to build a strong, cohesive network of strategic alumni volunteers who are empowered as advocates and whose activity contributes to the strategic goals of Queen's.
3. Act as the main point of contact for alumni in North America. Create, plan, oversee and attend region specific Alumni and diaspora related events using an innovative approach in creating campaigns and promotional materials (monitoring and evaluating progress) in order to meet University objectives for the region.
4. Conduct reviews of engagement activity, to contribute to DARO Management information processes, prepare reports on activity and campaigns (including recommendations) as required.
5. Work with DARO Communications colleagues to assist with region specific Alumni and Donor related Marketing and Communications identifying gaps/ issues and being creative in recommendations/ solutions.
6. Play a critical role in the establishment and implementation of the North America Advisory Group including working with Senior colleagues to determine the mission and purpose of the group and ensuring effective planning and ongoing management to achieve goals.
7. Manage and service meetings (this will include the preparation of agendas, minutes, committee papers and reports) of the Friends Board and the North America Advisory Group and collaborate to identify a wider network of senior volunteers to achieve Queen's objectives in North America.
8. Collaborate with the Senior Development Manager, North America and colleagues in the Development and Alumni Relations Office to plan and execute top-level visits to the USA by the University's President and Vice-Chancellor, Director of Development and Alumni Relations and others, for the purposes of engaging with key prospects and alumni. The postholder will brief and advise senior representatives of the University accordingly.
9. With the support of the Regular Giving Manager, support the Senior Development Manager, North America and members of the Friends Board to establish and deliver against a strategy for regular giving with particular focus on gifts under \$10k level (making recommendations as appropriate).

10. Collaborate with the Senior Development Manager, North America, to support the development and execution of a sustainable, long-term engagement and stewardship strategy that will see alumni and donors building increasing affinity and loyalty to QUB.
11. Active membership of relevant University committees (including North America Strategy Group), working groups, cross-functional groups in line with the objectives of the role.
12. Any other duties that fall within the general ambit of the post.

ESSENTIAL CRITERIA:

1. Minimum of a Degree (or equivalent) and experience as * below. OR; 4 years' recent (within the last 7 years) relevant experience of successful stakeholder engagement, income generation, or business development working with individuals and organisations, preferably but not necessarily in North America.
2. * 3 years' recent (within the last 6 years) relevant experience of successful stakeholder engagement, income generation or business development working with individuals and organisations, preferably but not necessarily in North America.
3. Previous relevant experience in the design and delivery of successful stakeholder engagement programmes.
4. Experience in using CRMs and MS Office (or similar) – Demonstrable high level of computer literacy is required.
5. Demonstrable ability to understand subject matter (including complex) and articulate clearly and concisely to a lay audience.
6. Ability to maintain strict confidentiality.
7. Excellent written and oral communication skills with experience of writing and presenting effective, clear and persuasive proposals.
8. Demonstrable ability to prioritise a range of competing tasks, make decisions and work well under pressure.
9. Enthusiasm and energy to act proactively. Ability to work with independence within the context of a team environment and a network of relationships.
10. Superior interpersonal skills. Has the gravitas and ability to build relationships quickly, connect with and engage, motivate and influence a wide range of people at all levels.
11. Interested in academic life, an understanding of and strong commitment to education.
12. The post is based in Belfast with a requirement for regular international travel to North America. The postholder will be expected to undertake a minimum of 5 trips per year (anticipated to require around 10-12 weeks in North America) (government restrictions and guidance permitting) and to work unsocial hours as required in accordance with needs of the post.

DESIRABLE CRITERIA:

1. Minimum of 3 years' (within the last 6 years) recent relevant experience of successful income generation, business development or stakeholder management working with high-net-worth individuals and organisations in North America.
2. Relevant experience of fundraising or alumni engagement in the Higher Education sector.
3. Relevant experience of working with key volunteers to meet strategic goals.
4. Experience of using the Raiser's Edge database (CRM system).
5. Demonstrable knowledge and understanding of relevant networks in region e.g., NI Bureau, NI connections, Irish networks.