

Date: December 2011

Information for Candidates



Institute of Development Studies

Partnership Fundraising manager

These notes provide information on the appointment of the Partnership Fundraising Manager to the Institute of Development Studies. Section 6 provides details on how to apply. Please note that applications must be received at sam.stephens@macaulaysearch.com by Monday 5th December.

1. Background to the Institute of Development Studies

The Institute of Development Studies (IDS) is an independent institute for research, teaching and communications on international development. We have grown to have an annual income of £17m, an academic staff of 65 and a network of 250 partner academics and NGOs around the world. Since we were established in 1966 we have been shaping development policy and practice by generating cutting edge knowledge and fresh solutions. For example – our approach to Social Protection has shaped the policies of DFID, the World Bank, UNICEF and several international NGOs, and is informing the design of social protection policies and programmes by many African and Asian governments; work on sustainable rural livelihoods formed the structure and framework for DFID rural development work and the participatory methods and approach developed by IDS are widely accepted and applied in development practice.

2. Purpose of this role

IDS is a charity, with no core income (i.e. which raises all of its own funding). We have a successful track record of securing grants and contracts from institutional sources for the research work that we do. This is currently raised by the 60+ researchers in IDS through competitive and negotiated channels with support from the Development Office. In addition, we raise funds through teaching, services, and trading.

Our 2010-15 Strategy has ambitious objectives to expand the scope of our work beyond our usual arenas, to work in new ways with new partners and to be more agile in engaging in policy processes. To achieve these goals, we need a resource base that is broader and more flexible than our current income mix. We think these are exciting objectives and there is a strong potential for other organisations and individuals to want to invest in supporting us in achieving these at an institute or programmatic level. We are therefore seeking a dynamic and passionate partnership fundraising / relationship specialist to help us develop and deliver a strategy to secure a strong stream of income from new partners and new approaches.

This is a new role. Its focus will be on developing and growing partnerships and relationships with trusts, high net worth individuals and corporate partners to support the Institute's strategy. We are seeking to grow our unrestricted income, as well as generate funding for specific purposes beyond our normal project activities – such as studentships, endowed chairs, exchanges, networks, etc.

The post would sit in the Development Office within the Directorate. It would be managed by the Director and would work closely with the Development Manager as well as working with colleagues across the Institute as appropriate. Some support will be provided by the Development Assistant, but the postholder will need to be administratively self-sufficient. This post will further be supported by a Board member with special responsibility and expertise in fundraising.

3. The Person

We are looking for someone with skills and a proven track record of success in fundraising from major donors/high net worth individuals and trusts, and/or corporate sponsorship (marketing or sales experience also considered). The individual will have an understanding of and empathy for

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the work IDS does as an academic institution in the international development arena and an ability to act as interpreter between the Institute and major donors; someone with exceptional boundary-spanning and relationship-management skills and the creativity to meet the challenge of raising money for a non-traditional cause. The postholder will have demonstrated capacity for developing and executing a fundraising strategy; excellent presentation skills; the ability to build and use networks; and personal experience of making the ask and closing the deal (evidenced in application and references). Legacy marketing and/or endowment experience is desirable. Above all we are seeking someone with the attitude and initiative to take on a challenging task and develop this new role. A more detailed person specification can be found in the Appendix below.

4. Responsibilities of the Role

- Developing a fundraising strategy, identifying priority targets and approaches and a detailed workplan over 3 years.
- Developing a profile for IDS, including an overall case for support and a range of products/propositions, tailored to potential audiences
- Scoping the philanthropic environment to identify major players, potential donors, influential organisations and opportunities; including foundations and trusts, corporates/CSR programmes and mining existing institute contacts (e.g. current funders, Alumni, contacts lists)
- Identification, building and brokering of key relationships
- Creating materials, systems and procedures to support this work, including back office processes
- Engaging Fellows and others across the Institute in building new relationships – building support and buy-in for the fundraising strategy, facilitating and encouraging engagement, able to give training in relationship building, asking and closing a deal, assistance with developing relationships
- Identifying when to deploy other resources, e.g. Director, Chair of the Board
- Networking with other fundraisers e.g. in the university sector, and identifying possibilities of joint ventures with other similar organisations (research or NGO)

5. Terms of Appointment

This will be a full time position, fixed term for 3 years with a target income to be determined. We expect this position to be grade 8 (£41,057- £51,274).

Our goal is to achieve and maintain equal employment opportunities. If you are a non-EU National then please refer to the UK Border Agency website, www.ukba.homeoffice.gov.uk for information regarding your eligibility to work in the UK.

6. How to apply

Applications should be sent by email to Sam Stephens at sam.stephens@macaulaysearch.com
The closing date for applications is Monday 5th December.

Your application should comprise:

- a full CV, including educational and professional qualifications, a full employment history showing the more significant positions, responsibilities held, relevant achievements and latest remuneration including all benefits;
- a covering note of not more than 1.5 pages summarising your proven ability related to the person specification and job description;
- daytime, evening and/or mobile telephone numbers (to be used with discretion);

7. Process

Macaulay Search has been engaged as advisor on this appointment. A selection of candidates will be invited to interview with Professor Lawrence Haddad, Director before Christmas. A smaller number of candidates will be invited to a second round of interviews early in the new year. The appointment will be made subject to the receipt of satisfactory references. The successful candidate will be expected to take up the post as soon as is reasonably possible.

Appendix

Person Specification Matrix – Partnership Fundraising Manager

REQUIREMENT	ESSENTIAL CRITERIA	DESIRABLE CRITERIA	METHOD OF ASSESSMENT
Qualifications	<ul style="list-style-type: none"> Education to degree standard in subject relevant to development or in marketing/business development/sales (combined with demonstrable experience in development/charity sector or professional qualifications with significant (5years+) experience) 	<ul style="list-style-type: none"> Fundraising qualifications 	<ul style="list-style-type: none"> Application
Knowledge	<ul style="list-style-type: none"> Understanding of and networks in the international development arena An up-to-date knowledge of legislation and regulation regarding charitable giving Knowledge of fundraising approaches and techniques and best practice in applying these in at least two of the following areas: <ul style="list-style-type: none"> Understanding of UK market of high net worth individuals Understanding of private sector philanthropy/corporate social responsibility 	<ul style="list-style-type: none"> Knowledge of the academic/research and/or NGO field, including funding opportunities and threats Knowledge of approaches and techniques for fundraising for research or in an academic context Regulations for tax effective giving, give as you earn, share giving schemes Understanding of digital fundraising 	<ul style="list-style-type: none"> Application Interview Presentation

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	<ul style="list-style-type: none"> ○ Knowledge of trusts and foundations ○ Understanding of endowment campaigns 		
Skills	<ul style="list-style-type: none"> • Broad fundraising skills • Strategic thinking skills with practical planning and implementation skills • Project management skills • Excellent analytical skills • Leadership and motivational skills • Excellent verbal communication skills, presentation, networking and negotiation skills • Excellent written skills, including producing high quality, clear and concise print materials for diverse audiences • Proficient PC user: word processing and spreadsheet • Numeracy and budget management skills • Planning, prioritisation and time management skills • Excellent interpersonal skills 	<ul style="list-style-type: none"> • Good understanding of customer relationship management • Use of project management software and/or fundraising database software 	<ul style="list-style-type: none"> • Application • Interview • Presentation
Experience	<ul style="list-style-type: none"> • At least 5 years experience of fundraising or equivalent • Proven track record of fundraising from high net worth individuals, corporate or major gifts • Experience of working internationally (building relationships and operating beyond the UK) • Experience of the use of events and/or online tools 	<ul style="list-style-type: none"> • Experience in working in an academic or similar context • Experience of developing a new fundraising function • Experience of event management • Experience of endowment and legacy campaigns • Experience of 	<ul style="list-style-type: none"> • Application • Interview

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	<p>in a major gifts strategy</p> <ul style="list-style-type: none"> • Experience of working at a senior level in an organisation – developing and implementing strategy 	<p>producing high quality communications outputs</p> <ul style="list-style-type: none"> • Experience of fundraising in the USA 	
Attributes	<ul style="list-style-type: none"> • Ambitious self-starter and ability to take the lead in developing a new area • A confident and winning personal style, able to interact influentially with a wide range of people from a variety of cultural backgrounds, build effective relationships (internal and external) with a diverse set of actors • The ability to work autonomously with a high degree of motivation and initiative and to motivate others • Enthusiasm, creativity and a strategic problem-solving approach (i.e. the ability to see through processes, pre-empt and deal with issues that arise and adapt to secure a successful outcome) • Able to operate as part of a team • A confident approach, able to remain calm and credible under pressure 	<ul style="list-style-type: none"> • Willingness to work flexible hours • 	<ul style="list-style-type: none"> • Application • Interview • Presentation