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**Stewardship Manager**

**Job Purpose**

Lead, implement and oversee a comprehensive donor stewardship framework that ensures all donors across all levels are appropriately thanked, recognised and receive high quality communications about their giving and its impact. Understand, monitor and co-ordinate work being delivered by colleagues across different teams to ensure the framework operates effectively.   Provide guidance on donor relations policies, with a particular focus on talent scholarships, overseeing the tracking and recognition of high-value gifts, managing donor engagement activities, and collaborating with colleagues to produce, write, and sign off on impactful donor communications and content.

**Main Duties and Responsibilities**

1. Consulting with colleagues in fundraising and development operations teams, lead on the development and improvement of a stewardship framework, which provides packages of communication and recognition for donors at agreed levels of giving and which rewards donor loyalty.

2. Partner with planning and development operations staff to obtain insight, data and reports to inform the creation and operation of the framework and to review its effectiveness.

3. Lead the creation and implementation of donor relations guidance and policies, including donor recognition frameworks, gift tracking, and on specific fundraising products like Talent Scholarships.

4. Work across the External Relations Directorate to deliver of a programme of events and communications which provide opportunities to demonstrate the impact of gifts and allow donors to feel a valued part of the University community. Including the identification and co-ordination of content for the University’s flagship donor communication *Giving to Glasgow and quarterly e-Giving to Glasgow.*

5. Write, edit, and review high-quality content for donor communications, impact reports, digital platforms, and bespoke stewardship materials.

6. Using data, input into the planning of wider events and communications programmes to ensure opportunities to involve individual donors or cohorts of donors are identified and used effectively.

7. Propose content for relevant social media channels which recognises donors and promotes the value and impact of giving to the University.

8. Manage the delivery of the Gift Acknowledgement process, continuing to refine and improve the process ensuring adherence to agreed Service Level Agreements.

9. To work with fundraising colleagues and Marketing and Communications team to produce relevant bespoke stewardship collateral and communications across all channels for our most generous donors. Including co-ordinating the involvement of academic and other senior University staff in providing content and participating in visits by high value donors to projects to see their gifts in action.

10. Lead on donor relations for the University’s talent scholarship programme, providing policy direction, overseeing donor engagement, and ensuring alignment with donor expectations and institutional goals.

11. Design and ensure delivery of a programme of prompts for principal and major donor relationship managers on gift anniversaries and landmarks.

12. Collaborate with the Head of Strategic Philanthropy, Estates and other colleagues to establish and communicate consistent recognition and naming policies for significant donor contributions.

13. Manage and develop the Stewardship team, acting as coach to ensure they fulfil their potential and managing performance using the University’s Performance & Development Review and other tools.

14. Use the University’s alumni and donor database (held on Raiser’s Edge) to manage and track interaction with donors to ensure a complete and consistent record of the relationship is maintained.

15. Participate fully as a member of the Development & Alumni and External Relations teams, ensuring strong links and good working relationships.

16.Undertake assigned projects as required.

**Knowledge, Qualifications, Skills and Experience**

**Knowledge/Qualifications**

**Essential:**

A1 Either: Ability to demonstrate the competencies required to undertake the duties associated with this level of post having acquired the necessary knowledge and skills in a similar or number of different roles. Or: Scottish Credit and Qualification Framework level 9 (Ordinary Degree, Scottish Vocational Qualification Level 4) or equivalent (including professional accreditation with relevant formal training) and experience of personal development in a similar or related role (s)

A2 Thorough knowledge of the principles of fundraising at all levels from regular giving to major and principal gifts, including regulation (e.g. GDPR) and legal requirements.

A3 Knowledge of privacy and data protection issues and understanding of the requirements of working with personal and confidential information.

A4 Knowledge of the principles of effective marketing communications including for digital channels.

A5 Understanding of and belief in the importance of universities and why they merit philanthropic support.

**Desirable:**

B1 Knowledge of fundraising in Higher Education

**Skills**

**Essential:**

C1 Results oriented self starter

C2 Team player, able to both respect and work across boundaries

C3 Intellectually curious with an interest in people’s motivations and in the University’s work.

C4 Strong interpersonal and communication skills – including active listening and ability to influence beyond authority.

C5 Writing ability including digital copywriting.

C6 Proven ability to implement efficient new systems and processes with excellent attention to detail.

C7Excellent time management and organisational abilities.

C8 Resilient problem solving: able to withstand negative reactions and find solutions.

C9 Ability to manage resources efficiently for maximum impact.

C10 Flexible approach to workload with the ability to work evening and weekend where necessary including occasional travel (within UK) if required.

**Desirable:**

D1 Cultural and linguistic sensitivity to serve alumni and donors from across the world.

**Experience**

**Essential:**

E1 Experience in a fundraising-related role.

E2 A record of stewarding a range of philanthropic gifts.

E3 Previous use of Raiser’s Edge or similar database for management and segmentation of data.

E4 Experience of managing and developing staff.

**Desirable**

F1 Experience of personally soliciting and securing 4-6 figure gifts.

F2 Experience of working in Higher Education.