Executive Head of Campaign and Supporter Engagement (Maternity Cover)

Candidate Pack
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1. Introduction

At UCL, we do things differently. We know the stakes are high. But we are not afraid to take risks or have a go. A cure for cancer. A revolution in dementia care. A new approach to global prosperity. Scholarships for outstanding students. All these things are possible. Our job – your job – is to make them happen.

We are in the public phase of a game-changing Campaign. We are supported by the UCL 2034 vision and significant investment in OVPA, giving us the resources and staff we need to achieve excellence. What does this mean in practice? It means top-level support from our leadership team. It means academic buy-in. It means giving talented people the tools they need to find new solutions to do what they do best.

But we can’t do it without people like you: people with the vision, passion and determination to make it happen. This will be a career-defining moment.

So change the world.
Change your life.
Join us.

Professor Michael Arthur
President and Provost

"My job is really exciting – but by far the best part of it is my work with OVPA."
Michael Arthur
President and Provost, UCL
2. About UCL

UCL’s history
UCL was founded in 1826 to open higher education to students from a wider range of backgrounds and to change the way we create and share knowledge. In 1878, we became the first university in England to welcome women on equal terms with men. That radical and disruptive spirit is alive and nurtured today across our university. Our staff and students are taking on some of the biggest challenges of our time and making vital contributions for the good of humanity.

Recent examples include: our pioneering research on dementia and various forms of cancer, leading on three European Space Agency missions to study comets and habitable planets outside of our solar system, advising policy makers globally on innovation-led inclusive economic growth and future public services, ensuring that artificial intelligence is developed and used ethically for the benefit of society, science and industry and researching how early life experiences shape the human brain.

Vision
UCL is one of the world’s leading multidisciplinary universities. We operate in a global context and are committed to excellence, innovation, and the promotion of global understanding in all our activities: research, teaching, learning, enterprise and community engagement.

We aspire to provide a supportive environment for staff and students where academic insight and pioneering thinking can thrive, deepening knowledge and developing solutions to problems worldwide.

We encourage our community to work across traditional subject boundaries and have established numerous centres to facilitate cross-disciplinary interaction. The UCL Grand Challenges – of Global Health, Sustainable Cities, Cultural Understanding, Human
Wellbeing, Transformative Technology and Justice and Equality – are the flagship embodiment of our institutional commitment to approach global challenges from new and multiple perspectives.

UCL academics are encouraged to collaborate with others who share their dedication to excellence and passion for knowledge, irrespective of where they are in the world.

UCL in numbers
A research powerhouse in the centre of London, UCL is consistently placed in the global top 10:

- 6th in NTU World Rankings (2019)
- 10th in QS World University Rankings (2020)
  4th in the UK
  5th in Europe
- 1st for Education (QS World University Rankings by Subject 2020)
- 9th in The Times and Sunday Times University League Table 2020
- 10th overall in the Complete University Guide (2021)
- 15th in the Times Higher Education World Rankings (2020)
- 22nd in the QS Graduate Employability Rankings (2020)
- 29 Nobel laureates
- 34 Athena SWAN awards
- 13,300 staff
- 42,000 students
- Over 300,000 alumni in over 190 countries
- c.£500 million total research income annually
- 'It’s All Academic’ Campaign raising £600m in philanthropic funding
- Transforming UCL, £1.25 billion investment in estate over 10 years
- Over £1.5 billion annual turnover.

Portico artwork – Razzle Dazzle by Emily Laserwitz, 2016
Our faculties

UCL has 11 faculties, each home to world-class research, teaching and learning in a wide range of academic disciplines across all study levels:

- Arts & Humanities
- Built Environment
- Brain Sciences
- Institute of Education
- Engineering Sciences
- Laws
- Life Sciences
- Mathematical & Physical Sciences
- Medical Sciences
- Population Health Sciences
- Social & Historical Sciences.

UCL 2034 – our 20-year strategy

Our distinctive approach to research, education and innovation inspires our community of staff, students and partners to transform how the world is understood, how knowledge is created and shared, and the way that global problems are solved.

UCL 2034 is the university’s 20-year strategy, setting out our vision for the future, with six principal themes:

- academic leadership
- integration of research and education
- global challenges
- accessible and publicly engaged
- London’s global university
- delivering global impact.

Further information about our strategic goals, history and case studies can be found at: www.ucl.ac.uk/2034 and our annual review of progress, 2019, can be downloaded at: www.ucl.ac.uk/about.
Research

UCL is the most successful institute in collaborative research in Europe

UCL is committed to using our collective expertise to address global problems, developing partnerships within and beyond the education sector, to inform the work that we do and increase our positive impact on the world around us.

Our researchers are currently working with global institutions on projects to make climate change predictions cheaper and more widely accessible, help patients recovering from strokes, and remove pollution from contaminated water.

Recent research successes include an outstanding performance in the Horizon 2020 programme, with eight senior UCL academics awarded ERC Advanced grants for pioneering projects in areas ranging from urban development to ophthalmology and UCL has been awarded more than £40m funding for seven centres for Doctoral training by EPSRC part of UK Research & Innovation.

Our total research income in 2017–18 was £476.3m, up from £459.8m in 2016–17.
Partnerships

UCL works in multiple partnership with business, industry and academia

In the field of health, UCL is a partner in the Francis Crick Institute for biomedical research, and the UCL Partners Academic Health Science partnership comprises more than 40 partners from the NHS, social care and academia who are committed to working together to support improvements in healthcare. UCL is also partnering with the NHS to improve student mental health support.

In technology, UCL has a longstanding partnership with Cisco, who have hosted over 100 students as interns and, with UCL Engineering, are launching a new AI research centre as part of a $100m investment in the UK.

In education, the IOE is the largest HE provider of initial teacher education in the UK, and regularly provides consultation to the DfE, and international governments and agencies to improve education provision and life changes locally and across the globe.

UCL was the first university in England to become the sole sponsor of an academy school. Seven years on, our strategic collaboration is as strong as ever, with students and staff from both partners engaged in research, teaching and learning and mentoring initiatives. Lucie Green, UCL Professor of Physics, is Chair of Governors of UCL Academy.

Connected Curriculum

UCL’s framework for research-based education

The Connected Curriculum, UCL’s framework for research-based education, continues to build a learning culture that develops students’ critical thinking and readiness for the next stage in their careers, as well as changing the nature of the dialogue between students and academics to one of partnership.
Delivering global impact
Commitment to international partnerships

UCL’s Global Engagement is based on a commitment to international partnerships and the belief that bringing together different perspectives and diverse experience accelerates the process of discovery and global impact.

UCL is a founder member of the new U7 Alliance, bringing together more than 30 leading universities from across the G7 countries to tackle the world’s most pressing challenges.

UCL’s strategic global partnerships, developed from the ‘bottom up’, continue to grow with support from the Global Engagement Office. UCL has two ‘anchor’ or strategic global partners, Peking University and University of Toronto and five institutional partners: Max Planck Society, Paris Science et Lettres, University of Hong Kong, Osaka University and Yale.

UCL’s strategic partnerships with University of Toronto and Peking University support collaboration, led by UCL academics, that span all of UCL’s 11 faculties with strong research and education links in a broad range of areas, including, but not limited to child health, cities, neuroscience, artificial intelligence, education research, medical humanities, social sciences and business. These partnerships provide enhanced opportunities for UCL academics across faculties to work together with colleagues from partner institutions to have greater global impact together.
Transforming UCL

Supporting UCL’s growth as we continue to build now and for the future

Transforming UCL is the largest capital programme in the university’s history, supporting UCL’s growth as we continue to build now and for the future. We are investing over £1 billion over ten years to refurbish and develop some of our most iconic buildings and promote new world-class buildings such as our new Student Centre (one of only 320 globally to achieve BREEAM’s highest ‘Outstanding’ classification for sustainability).

UCL has also embarked on a major programme Transforming Our Professional Services (TOPS), streamlining and modernising our processes while changing our ways of working to better support students and academic staff. It will enhance the student experience across the board, by creating sustainable learning spaces for the current and future generations of students.

UCL East

Our new East London campus

Construction is under way on our new campus, UCL East. Sited on the Queen Elizabeth Olympic Park, UCL East will be part of East Bank, a new destination for world class culture and education which also includes the BBC, Sadler’s Wells, and the V&A (in partnership with the Smithsonian Institution).

UCL East is envisaged as a radical new model for how a university campus can be embedded in the community. It will stimulate world-class research, education, entrepreneurship and innovation in the areas of transport, culture, disability innovation, manufacturing, real estate and urbanism, health and environment, and business and finance. It will also provide much needed expansion space from our Bloomsbury home.
The UK Dementia Research Institute (UK DRI) hub at UCL

Bringing together world-leading expertise in biomedical, translational and care dementia research in a national institute, the UK DRI aims to tackle a disease that is expected to affect 60 million people worldwide by 2025. UCL was selected in 2016 to host the research hub and operational headquarters of the UK DRI, which is currently housed in interim premises in the Cruciform Building.

Work started in 2019 on a new facility in Gray’s Inn Road, housing the UK DRI hub alongside new premises for the Queen Square Institute of Neurology and an outpatient and imaging unit for the National Hospital for Neurology and Neurosurgery – a powerhouse of dementia research enabling cross-collaboration to find better ways to diagnose, treat and prevent dementia-causing neurological disease.

Campaign for UCL

Launched in September 2016, It’s All Academic is UCL’s major philanthropy and engagement campaign. The campaign has two ambitions:

• a fundraising target of £600m, to help deliver UCL’s biggest long-term ambitions
• an engagement target of 250,000 volunteering hours, to build our global community of alumni, supporters and advocates.

Further information about the campaign can be found at: ucl.ac.uk/campaign.

With the 200th anniversary approaching in 2026, this is an exciting and ambitious time for the institution and its advancement activities.
Equality, diversity and inclusion

UCL is fully committed to equality, diversity and inclusion (EDI). We aim to ensure all individuals have an equal opportunity regardless of race, disability, gender, sexual orientation, religion, age or background. We are the only university in the UK to hold both an Athena SWAN Silver institutional award (for gender equality) and a Bronze Race Equality Charter award, however we know that structural inequality exists, and that this is reflected in the profile of staff who reach senior positions in our own organisation. UCL has begun to address this and there are numerous changes in place.

The Equality, Diversity & Inclusion team is part of the Office of the President & Provost and permeates the culture and ethos of the institution.

The institution has in place a number of ambitious programmes to remove differential attainment rates for black and minority ethnic students, improve career progression and support for under-represented, or marginalised groups and extensive equality-based networks for peer support and consultation.
3. About the Role

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<thead>
<tr>
<th>Job Title</th>
<th>Executive Head of Campaign and Supporter Engagement (Maternity Cover)</th>
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<tbody>
<tr>
<td>Location</td>
<td>Office of the Vice-Provost (Advancement) (OVPA) Bloomsbury, London</td>
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<tr>
<td>Grade</td>
<td>9</td>
</tr>
<tr>
<td>Terms of job</td>
<td>Fixed-term funding for 12 months, full-time, willing to accept part-time applications</td>
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<tr>
<td>Reports to</td>
<td>Director of Development</td>
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**Team**

The Office of the Vice-Provost, Advancement (OVPA) manages UCL’s philanthropic relationships and engagement with alumni audiences. It also leads on central Communications and Marketing initiatives across UCL.

The Campaign and Supporter Engagement Function within the Advancement Office brings together the specialist areas of Supporter Communications, Strategic Philanthropy Writing, Events, Donor Relations, Campaign Relations and Business Partnering. Together, these teams deliver a comprehensive programme of bespoke communications, stewardship and events that are strategically aligned with both campaign and institutional priorities to attract, engage and retain alumni, advocates and donors both in the UK and overseas. The function also ensures the effective management of campaign projects and partnerships, and supports OVPA’s ambitions to embed a culture of philanthropy across UCL, through effective internal partnerships and communication.

The team’s current complement is 16, managed by an exceptional group of Team Heads. This interim post will be leading and supporting these areas during a period of key institutional milestones, including both significant events within the current Campaign and the transition of UCL’s President & Provost.

**Main purpose**

To manage and support the high-performing teams responsible for delivering the Campaign and engagement activity that supports OVPA’s philanthropic income generation and alumni engagement activity.

The Interim Executive Head of Campaign and Supporter Engagement will be responsible for ensuring effective coordination across all Campaign and Supporter Engagement Team Heads, as well as key deliverables linked to the closing of the Campaign, transition of institutional leadership, and foundational planning for the next Campaign. This will involve close working with all OVPA team heads, OVPA’s Leadership Team and senior Directors, senior staff across UCL, and external partners. The post-holder will have a proven track record of team leadership and people management, advancement strategy delivery, and practical first-hand expertise in at least some of the team areas this role oversees.
Key Criteria for Success

While in post, the role-holder will:

- Swiftly establish credibility and strong, collaborative relationships with key internal and external stakeholders, both across the Office of Vice-Provost (Advancement) but also other key internal contacts, notably colleagues within communications and marketing functions across UCL
- Continue to facilitate positive and effective collaborative working across OVPA’s high performing Campaign and Supporter Engagement function, supporting and inspiring the individual Team Heads, ensuring continued strategic alignment with other functional areas of the office as well as OVPA Leadership
- Contribute actively as a member of OVPA’s Leadership Team, ensuring that Leadership are informed of key areas of activity of Campaign and Supporter Engagement and that the strategic direction set by Leadership is efficiently cascaded to Team Heads
- Manage the delivery of key OVPA and institutional milestones for UCL’s supporter and alumni audiences relating to the Campaign and transition of UCL leadership in early 2021; including the delivery of a comprehensive programme of Campaign impact messaging and the evolution of Campaign messaging

Specific Responsibilities

Team Working and People Management

- Strategically unite the teams within Campaign and Supporter Engagement to support the delivery of OVPA’s end of Campaign activity and Provost transition, working collaboratively with all OVPA Team Heads and as a member of OVPA’s Leadership Team to do so
- Provide ongoing strategic leadership for UCL’s Campaign and Supporter Engagement function in order to support the philanthropic and engagement ambitions of OVPA and to build sector leading supporter experiences which are competitive within the changing landscape of our global competitors
- Motivate and manage all six Team Heads and their respective teams, including the effective line management of line managers and budget holders, and retain overall supervisory responsibility for 15 members of staff, including responsibility for recruitment, retention, professional development and performance management
- Use key contacts across the UCL community to raise the profile of OVPA, the department’s work and to promote best practice in campaign and supporter engagement

Depending upon your skills and experience, you will be responsible for overseeing the strategic direction and supporting the Team Heads within the following areas:

Donor Relations

- Lead and inspire the Donor Relations Team in delivering sector leading donor giving opportunities, stewardship and bespoke experiences that demonstrate impact and are driven by data
- Ensure the continued development and delivery of donor proposals, donor stewardship (reports, naming and recognition) and bespoke prospect and donor engagement opportunities
- Support the Donor Relations team in maintaining continued close working with the Strategic Philanthropy Writing Team, and other key teams responsible for bespoke donor communications and engagement
- Support the Donor Relations team in the successful transitioning of key donor relationships from the outgoing to incoming Provost
Campaign Relations and Business Partnering

• Ensure effective processes are carried out to manage: campaign projects and the dissemination of information about them across the office; campaign partnership activity; and the emergence of new campaign projects. Ensure close alignment with other team heads across OVPA, including Head of Planning and Performance.
• Be a figurehead for the execution of the Campaign, representing OVPA on a number of internal and external working groups where appropriate
• Support the implementation of OVPA’s first Business Partnering function, working closely with the Advancement Business Partner to deliver on initial priorities and ambitions of their first year in post, supporting the coordination of this with other activity across the office and wider UCL

Communications and Strategic Philanthropy Writing

• Lead and inspire the Communications and Philanthropy Writing teams, in their development of targeted communications programmes that create and maintain strong, enduring relationships between UCL and its global community of alumni, donors, wider supporters, staff and students
• Ensure that UCL’s supporter audiences continue to understand the unique benefits and global impact of philanthropic partnership with UCL and the impact of the Campaign
• Lead (with the support of the Team Heads) on the future development of Campaign activity, including the closing of the current Campaign and transition to a new Campaign. Ensure that these plans reflect strategic decisions taken at OVPA Leadership Team level and that deliverables are regularly communicated.
• Ensure that OVPA communications accurately reflect wider changes in overall UCL brand and messaging, particularly in relation to the 2021 transition of President & Provost, working closely with UCL’s central Communications and Marketing Team

Events

• Lead, manage and inspire the Events team in ensuring the continued execution of sector-leading events and large-scale supporter experiences, both UK-wide and international, which meet OVPA objectives in the creative, engaging and impactful cultivation, solicitation and stewardship of alumni and donors. Attendees at such events will typically include the Provost, Chair of Council, Vice-Provosts, Deans and sector-leading senior academics, as well as major donors and influencers.
• Oversee the continued effective use of virtual/remote engagement opportunities and the reintroduction of live events in 2021
• Oversee significant Campaign milestone events and donor events that relate to the transition of President & Provost in early 2021

General Responsibilities

• Act as a champion of OVPA’s values; role-modelling and promoting these behaviours as part of everyday practices in OVPA
• Champion UCL’s equality, diversity and inclusion ethos in OVPA
• Keep up to date with sector development in the alumni relations, principal gift, major gift and health fundraising fields and to share this knowledge in order to inform the team’s work
• Responsible for the people management, and financial and operational planning activity of the Campaign and Supporter Engagement teams
• Actively engage in OVPA’s culture of learning and development, including being a proactive member of the relevant professional body (Council for the Advancement and Support of Education – CASE), and leading on the delivery of sessions at CASE international conferences as required;
• Support UCL’s Sustainability Strategy; conducting role in a resource efficient way
• Maintain an awareness and observation of Fire and Health & Safety Regulations
• Any other duties as are within the scope, spirit and purpose of the job, and as requested by the line manager.

Note: This job description reflects the present requirements of the post. As duties and responsibilities change and develop the job description will be reviewed and be subject to amendment in consultation with the postholder.
### 4. Person Specification

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<tr>
<th>Criteria</th>
<th>Essential</th>
<th>Desirable</th>
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</table>
| **Experience and Knowledge** | • Experience of developing and implementing successful strategic direction for teams and supporting career development  
• Experience of having executed a strategy that builds and deepens external customer and internal stakeholder relationships in a complex organisation  
• Proven track record in establishing credibility with subject matter specialists such as academics and clinicians  
• Extensive experience of communicating complex information to a lay audience and influencing multiple parties through written and verbal proposals, reports and presentations | • In depth understanding of major and principal gift fundraising and the specific needs and motivations of high net worth donors, Trusts, Foundations and corporates  
• Proven track record of successfully delivering a strategic donor experience or comparable programme in a complex organisation  
• Understanding of financial management including budgeting, forecasting and variance analysis |
| **Skills and Abilities** | • Entrepreneurial with a high level of motivation and initiative and a demonstrable desire to succeed and achieve results  
• Excellent and proven line management skills, including the management of multiple teams  
• Proven experience of managing complex and nuanced external client relationships which require a bespoke approach and a high level of judgement  
• Ability to innovate; be opportunistic, responsive, resourceful and resilient | • Proficient with MS Office and fundraising CRM platforms |
| Excellent interpersonal and communication skills, both in writing and in person, with the ability to liaise confidently and diplomatically both externally and internally at all levels |
| A proven track record of influencing and negotiating |
| Excellent organisational and project management skills, with the ability to work on a wide range of competing demands, and deliver to deadlines |
| Team player, able to work flexibly, positively and creatively with colleagues to achieve shared goals |

<table>
<thead>
<tr>
<th>Attitudes and approach</th>
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<tbody>
<tr>
<td>An understanding of, and commitment to, the case for support for universities in the UK</td>
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<td>Understanding of the power of philanthropy to transform research and provide access to education</td>
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<td>Resilient, able to work well in a fast-changing environment, sometimes under pressure and managing conflicting priorities.</td>
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<tr>
<td>Works collaboratively; builds and maintains productive relationships with others.</td>
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<tr>
<td>Strives for excellence and seeks to exceed the expectations of supporters and customers.</td>
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<tr>
<td>Takes responsibility and encourages others to do the same.</td>
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<tr>
<td>Creative and looks for new and different ways to deliver results.</td>
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<tr>
<td>Remains focussed on results and impact.</td>
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5. How to apply

Excited? Get in touch.

To apply for this, or any other OVPA role, please visit our careers page: www.ucl.ac.uk/campaign/work-with-us

Queries
Should you wish to discuss this role further, please contact Kat Hageman, Executive Head Campaign and Supporter Engagement.

For any application process queries, please contact Timothy Ijoyemi, People Coordinator

Both can be contacted by email: ovpa.recruitment@ucl.ac.uk