

Intro Video Director of Development

Hello. I'm Alison Elton from GatenbySanderson, I'm joined today by Lucian Hudson, who is the Director of Advancement, Marketing and Communications at Durham University.

We are here to talk about a new opportunity, Director of Development, which is a key appointment within Lucian's Team

Thank you for joining me, can I ask you to please give us a brief introduction to the Director of Development and how this role will support Durham to achieve its strategic objectives?

Thank you very much, Alison. Over the past two years, we've built a formidable team covering fundraising, alumni and supporters, engagements, marketing and communications. We call this team Advancement.

We're here to support the university to advance its strategic objectives. We're building on very strong foundations. The role is critical in taking us to new heights. The role will work closely with the Vice Chancellor, myself, the Pro Vice Chancellor, Global and the Chair of the campaign board.

The successful candidate will be joining a talented and committed team. This is an opportunity where candidates can realize their potential and make such a difference to one of the UK's leading universities. Durham is an incredible place to define a career while enjoying a high-quality work life balance.

The university sits in a beautiful, historic city. A UNESCO World Heritage Site with Durham Cathedral, we are a collegiate university. We recruit outstanding students from across the world and offer an unmatched wider student experience. We believe that inspiring our people to do outstanding things enables Durham people to do outstanding things in the world.

The Director of Development will be in integral to the successful delivery of the university's strategic objectives.

Can you tell us more about how the Director of Development will enable the delivery of the university strategy?

Yes, they will be leading philanthropy and alumni to develop a program to grow substantially the level of gifts that Durham University attracts globally. These gifts are vital to fund our strategic plans.

Building on a strong base, they will review, prioritize and identify targets while also seeking out new funders who have a strong interest in areas of excellence at Durham. The successful candidate will personally lead on approaches focused on 7 figure principal gifts and major gifts.

Thank you. So what values, behaviours and experience are you seeking in this individual?

Our values seek to inspire, challenge, innovate, be responsible and enable our people to create new opportunities. The Director of Development will need to demonstrate these values in how they lead, develop and grow a team.

They will also be an exemplar and a mentor to fundraisers and influencers in the team. They'll increase performance in a way that inspires, motivates, and supports their team at all levels in their career development so that they can realize as a team and as individuals, their potential.

They will bring experience of global philanthropy and the cultural nuances that shape giving.

They must also have a good understanding of university, external and internal stakeholders. We are community and a community of communities, so to have a proper understanding both of the breadth but also the depth of our stakeholder community is really important.

They will demonstrate a strong track record of working effectively with senior leadership and colleagues across the institution, they'll ensure they are informed and engaged, and in doing so, they will work collaboratively to identify new donors and pursuit of our goals, equality, diversity and inclusion

[So what will be some of the key KPI's that you would expect to be delivered over the first 2 years in post?](#)

One of the first undertakings in this role will be to work on delivering an end-to-end plan, demonstrating that what is aimed at can in principle be achieved closing any gap between strategic intents and delivery, working through the policy reputation and operational implications and working all that through with and through key stakeholders, the governance and the management and the team and of course the key stakeholders that we engage with in order to achieve results.

They will be expected to develop and deliver a global principal gifts strategy that supports the universities wider global strategy. They will expand our target list to include new sources of gifts from philanthropists, trusts and foundations and companies globally. This is a significant step change building on the success to date.

They will work closely with the Vice Chancellor with the Pro Vice Chancellor Global, myself, with the Chair of Campaign board, and they must be able to engage funders and influencers and solicit donations.

They will work with and through the Heads of Colleges, the Executive Deans, the Departmental Heads, the Campaign Board and other key senior leaders to identify funding needs, priorities and they will negotiate and agree workable plans.

They will also ensure strict governance, transparency and stewardship, making sure this is in place for all gifts.

[Why should candidates watching this video considering joining Durham in this role?](#)

This is a very exciting and I think important and challenging time to join us. Our overarching ambition is to achieve a step change in the awareness and reputation of Durham University globally.

We are a global university with global impact, and we want to achieve even more impact and even more influence both with those people who know us well and want to contribute more, but also many who might not know much about us, and if they did, would support us.

The Development and Alumni Relations team are working ever more closely with Marketing and Communications and all of us working together to enhance global reputation and reach.

The Director of Development will lead this function and will be in integral to contributing to the enhancement of our reputation globally, and I see our reputation as globally outstanding inclusive and forward-looking.

Can you tell us more about Advancement?

Advancement is an integrated strategic and professional service. We're supporting Durham University by building global and intersected communities of ambassadors and advocates. Internally, we create and lead strategic networks and partnerships to tackle complex priorities.

The Director of Development will have a team responsible for coordinating and driving philanthropy, alumni and support, engagement, advancement services, and will support communications on behalf of the wider university. They will work with colleges, academic departments, research centres and institutes and professional departments to engage more than 200,000 alumni and supporters across the world, many of whom are deeply loyal to Durham and many of whom want to do more to support Durham in different ways.

The Director of Development will work alongside an expert senior leadership team that I've built over the past two years. The SLT, is made-up of myself, the Deputy Director and Head of Communications of Engagement, the Head of Marketing, the Deputy Director of Development, who's currently also the acting director, the Deputy Director of Alumni Engagement and Annual Giving, and the Deputy Director for Advancement Services, our Business Manager, Marketing Communications, is also a key member of that SLT.

It's a great team and we invite you to join us.

Thanks Lucian, that has really helped to bring the role to life.

Candidates watching this video that would like to know more about this opportunity, please do get in contact with [GatenbySanderson](#), we would love to hear from you.

Thank you.