

POSITION DESCRIPTION

Development Manager



POSITION DETAILS

Position Title	Development Manager
Classification	Hew Level 9
Position Number	New
School/Office	Office of Advancement
Division	External Engagement and Western Sydney

POSITION PURPOSE

The Development Manager is a senior fundraising role within the Office of Advancement, responsible for leading the development and delivery of sophisticated philanthropic strategies that secure significant support for Western Sydney University's strategic priorities across education, research, student success, Indigenous leadership, community engagement, innovation and institutional development.

Reporting to the Deputy Director, Advancement, the Development Manager plays a critical role in driving philanthropy in a complex and dynamic University environment. The position is responsible for building trusted relationships across diverse internal stakeholders, aligning competing priorities, and translating University ambitions into compelling donor-centred funding opportunities that attract major philanthropic investment.

The role leads the identification, qualification, cultivation, solicitation and stewardship of a significant portfolio of major donors and prospective supporters, including individuals, alumni, family foundations, trusts, philanthropic foundations, corporate partners and other influential stakeholders. The Development Manager is expected to exercise a high level of judgement, independence and strategic influence in developing tailored donor engagement strategies that balance long-term relationship building with annual fundraising targets and campaign priorities.

Working closely with the Vice-Chancellor, Chancellor, Faculty Executive Deans, Deans, Institute Directors, academic leaders and senior professional staff, the Development Manager provides strategic advice and practical leadership to shape philanthropic opportunities that align donor interests with the University's priorities and deliver measurable impact. The role requires the ability to influence internal culture, build confidence among academic and professional staff, and foster a deeper understanding of philanthropy as a critical enabler of the University's mission.

The Development Manager contributes to sustainable growth in philanthropic income by developing strong donor pipelines, maintaining disciplined portfolio management, ensuring data integrity and reporting accuracy, and sustaining momentum across a diverse and complex prospect portfolio. The

role is responsible for developing compelling cases for support, major gift proposals, campaign strategies, donor briefings and stewardship plans that strengthen donor engagement and advance the University's *Accelerating Ambitions* fundraising strategy.

As a senior member of the Advancement team, the Development Manager contributes to the strategic direction, performance and culture of the Office of Advancement. The role is expected to demonstrate leadership, initiative, resilience and sound judgement in responding to evolving donor expectations, economic conditions, philanthropic trends and institutional priorities. Through disciplined fundraising practice and strong internal and external influence, the Development Manager helps position Western Sydney University as a leading institution for education, research, innovation and community impact.

KEY ACCOUNTABILITIES

1. Lead Strategic Fundraising Across the University

- Lead the development, implementation and evaluation of major gift fundraising strategies that support the University's strategic priorities across education, research, student success, Indigenous leadership, community engagement, innovation and institutional development.
- Translate complex University priorities into clear, compelling and donor-centric philanthropic propositions that align institutional need with donor motivation, interests and capacity.
- Work with Executive Deans, Deans, Institute Directors, academic leaders and senior professional staff to identify, shape and prioritise fundable initiatives capable of attracting significant philanthropic investment.
- Provide strategic fundraising advice to senior University stakeholders, supporting them to understand donor expectations, participate effectively in cultivation and solicitation activity, and contribute to successful philanthropic outcomes.
- Lead the development of high-quality cases for support, funding propositions and campaign narratives that demonstrate urgency, impact, credibility and alignment with the University's strategic direction.
- Contribute to the growth of sustainable and diversified philanthropic revenue streams that support the University's long-term ambitions and strengthen its capacity to deliver social, educational, research and community impact.

2. Manage a Significant Major Gift Portfolio

- Lead the identification, qualification, cultivation, solicitation and stewardship of a significant portfolio of major gift prospects and donors with capacity to make substantial philanthropic contributions.
- Develop and implement sophisticated, tailored donor engagement strategies using a disciplined Moves Management approach.
- Build trusted, long-term relationships with individuals, alumni, family foundations, trusts, philanthropic foundations, corporate partners and other supporters capable of advancing the University's strategic priorities.
- Balance long-term relationship development with the achievement of agreed annual fundraising targets, portfolio performance measures, campaign objectives and pipeline growth expectations.
- Exercise sound judgement and discretion in managing complex donor relationships, including sensitive stakeholder dynamics, competing interests, reputational considerations and high-value philanthropic negotiations.
- Maintain momentum across a diverse prospect portfolio through disciplined planning, regular donor contact, strategic follow-up and effective internal coordination.

3. Influence Senior Stakeholders and Build a Culture of Philanthropy

- Build trusted relationships across the University's faculties, institutes, research centres and professional units to align competing priorities and develop a shared understanding of philanthropic opportunity.
- Influence and support senior leaders, academics and professional staff to engage confidently and effectively in donor cultivation, solicitation and stewardship.
- Provide high-level briefings, strategic advice and practical guidance to the Vice-Chancellor, Chancellor, Executive Deans, Deans, Institute Directors and other senior stakeholders involved in fundraising activity.
- Foster a culture of philanthropy across the University by promoting the role of donor investment in enabling education, research, innovation, community impact and student success.
- Navigate complex internal stakeholder environments with diplomacy, persistence and sound judgement, ensuring fundraising activity remains focused on agreed priorities and institutional outcomes.
- Represent the Office of Advancement in senior internal discussions and external engagement activity, demonstrating credibility, professionalism and strategic alignment with University priorities.

4. Create Compelling Donor Engagement and Funding Opportunities

- Develop donor-centric, impact-focused funding opportunities that align University priorities with donor interests and respond to evolving philanthropic trends.
- Lead or contribute to the development of major gift proposals, campaign materials, donor briefings, pitch documents, gift agreements, stewardship reports and impact communications.
- Work collaboratively with Donor Experience and Communications, Trusts and Foundations, Campaigns, Prospect Research and Advancement Services to ensure donor engagement is coordinated, professional and strategically aligned.
- Create tailored cultivation and stewardship opportunities, including donor meetings, project showcases, roundtables, site visits, campaign events and senior leader engagement.
- Ensure donor engagement is grounded in clear impact, strong evidence, credible delivery plans and a compelling articulation of the University's role in addressing community, regional, national and global challenges.
- Support the delivery of major University-wide fundraising initiatives, including flagship campaigns, Giving Day, Friends of Western Sydney and other strategic philanthropic programs.

5. Deliver Sustainable Growth Through Discipline, Data and Performance

- Contribute to the achievement of University-wide fundraising targets and the objectives of the **Accelerating Ambitions** strategy through disciplined portfolio management and strong fundraising execution.
- Maintain a robust and active donor pipeline, ensuring prospects are appropriately qualified, prioritised, cultivated, solicited and stewarded.
- Monitor and report on fundraising performance, donor engagement activity, pipeline progression, revenue forecasting and portfolio health.
- Ensure high standards of data integrity, CRM discipline, contact reporting, proposal tracking, gift documentation and compliance with Advancement procedures.
- Use data, research and portfolio insights to inform fundraising strategy, identify emerging opportunities, assess risk and support evidence-based decision-making.
- Provide regular updates, insights and recommendations to Advancement leadership regarding portfolio performance, donor strategy, fundraising forecasts and priority opportunities.

6. Lead Campaigns, Strategic Initiatives and Major Gift Activity

- Lead or make a senior contribution to the planning and delivery of fundraising campaigns, strategic philanthropic initiatives and priority donor engagement programs.
- Identify opportunities to leverage institutional campaigns, regional engagement initiatives, alumni networks and strategic partnerships to grow philanthropic support.

- Coordinate major donor cultivation and solicitation activity involving senior University leaders, ensuring meetings are well planned, strategically purposeful and professionally supported.
- Develop campaign-ready funding opportunities that can be presented to major donors, foundations, corporate partners and other philanthropic supporters.
- Support the integration of donor engagement, stewardship, communications, events and prospect management to maximise the impact of campaign activity.
- Contribute to the successful delivery of flagship fundraising campaigns that strengthen the University's reputation, deepen stakeholder engagement and generate significant philanthropic investment.

7. Steward Donors and Sustain Long-Term Engagement

- Ensure donors receive meaningful, personalised and timely stewardship that demonstrates the impact of their giving and strengthens long-term relationships with the University.
- Develop and oversee tailored stewardship strategies for major donors, ensuring recognition, reporting and engagement activity reflects donor expectations and gift intent.
- Work closely with Donor Experience and Communications to develop impact reports, donor updates, recognition opportunities and engagement plans that support donor retention and future giving.
- Identify opportunities to deepen donor relationships, encourage repeat giving, secure increased support and build a community of advocates for Western Sydney University.
- Ensure donor stewardship reflects the highest standards of professionalism, confidentiality, accuracy and alignment with University policy and donor agreements.

8. Contribute to Advancement Leadership, Culture and Continuous Improvement

- Contribute to a high-performing, collaborative and values-driven Advancement team focused on sustainable philanthropic growth and institutional impact.
- Share expertise, insights and best practice with colleagues to strengthen fundraising capability across the Office of Advancement.
- Contribute to strategic planning, portfolio review, campaign development, professional development and continuous improvement initiatives.
- Demonstrate leadership through initiative, judgement, collaboration, resilience and a commitment to achieving high-quality fundraising outcomes.
- Champion the University's values of boldness, integrity, fairness and excellence in all internal and external interactions.
- Act as a senior representative of the Office of Advancement, contributing to a professional, ambitious and donor-focused fundraising culture.

QUALIFICATIONS, EXPERIENCE AND SKILLS

1. A degree or equivalent qualification and/or demonstrated experience and capability in major gift fundraising, preferably for a university and/or experience of building long-term customer relationships in sales or marketing in a 'cause-related' environment.
2. High level interpersonal skills, particularly in relation to influencing and building effective relationships within the University and externally, including outstanding communication, networking and negotiating skills appropriate to representing the University to national and international figures of influence and affluence.
3. High levels of written skills in developing and submitting applications / proposals to a range of sources, ability to draft gift agreements and to ensure that all points are met.
4. Very strong organisational and planning skills, a strong team player with a 'can do' attitude, with excellent and proven ability to support others and the ability to work to targets.
5. A thorough knowledge of the fundraising sector and philanthropy, funding sources and potential revenue streams.
6. Ability to deploy creative and innovative approaches to philanthropic endeavours which have

- yielded successful outcomes.
7. Ability to exercise good judgement on complex issues and capability to make independent decisions and take responsibility
 8. Knowledge, experience and skills in IT, including Microsoft Word office applications, databases; e-mail systems; a high level of competence in creating and producing reports using Word.

KEY RELATIONSHIPS

This position reports to the Deputy Director, Advancement

This position has no supervisory responsibilities.

Success in the role will be dependent on developing and maintaining positive relationships with:

1. Division of External Engagement and Western Sydney
2. Executive Director, Advancement
3. Faculty Executive Deans
4. School Deans and Institute Directors
5. Vice-Chancellor
6. Chancellor
7. Donors
8. Alumni
9. Volunteers

CHALLENGES

1. Driving Philanthropy in a Complex and Dynamic Environment

The University operates across multiple faculties, institutes, research centres, professional units and strategic initiatives, each with distinct priorities, ambitions and stakeholder expectations. The Development Manager must build trusted relationships across this diverse environment, align competing priorities and ensure philanthropic activity is focused on opportunities with the strongest donor appeal and institutional impact.

The role requires a high level of influence, diplomacy and judgement to engage senior leaders, academics and professional staff in fundraising activity, particularly where stakeholders may have differing levels of experience, confidence or understanding of philanthropy. Success depends on the ability to translate complex ideas into compelling donor propositions while maintaining alignment with University strategy.

The external philanthropic environment is also changing. Donor expectations, economic conditions, philanthropic trends and community priorities continue to evolve. The Development Manager must adapt to these changes, identify emerging opportunities and maintain fundraising momentum in a competitive and dynamic market.

2. Creating and Sustaining Compelling Donor Engagement

Securing major philanthropic support requires more than identifying projects. The role must develop donor-centric, impact-focused funding opportunities that connect University priorities with donor interests, values and motivations.

This requires the Development Manager to work closely with academic and professional stakeholders to shape initiatives into credible, fundable propositions with clear outcomes, strong evidence, implementation pathways and measurable impact. The role must balance institutional ambition with

donor expectations, ensuring opportunities are compelling, realistic and capable of sustaining long-term engagement.

The Development Manager must also balance long-term relationship building with annual fundraising targets. Major gift fundraising often requires sustained cultivation over extended periods, while the University also requires progress against annual revenue, activity and campaign objectives. Managing this tension requires strong judgement, prioritisation and disciplined relationship management.

3. Delivering Sustainable Growth Through Discipline and Influence

Western Sydney University is seeking to grow philanthropic support in an expanding and increasingly sophisticated market. The Development Manager must identify, cultivate and secure support from individuals, alumni, foundations, trusts, corporate partners and other supporters, including prospective donors who may have limited prior engagement with higher education philanthropy.

Achieving sustainable growth requires strong internal influence as well as external relationship management. The role must help build a culture of philanthropy across the University, encouraging academic and professional staff to understand the value of donor engagement and participate actively in fundraising activity.

The position also requires disciplined pipeline management, accurate data capture, reliable forecasting and high-quality reporting. Maintaining strong data integrity while sustaining a high level of donor-facing activity is essential to fundraising performance, effective decision-making and long-term revenue growth.

4. Managing a Diverse and High-Value Prospect Portfolio

The Development Manager is responsible for maintaining momentum across a diverse portfolio of donors and prospects at different stages of engagement. This includes identifying new prospects, qualifying capacity and interest, developing tailored strategies, coordinating senior leader involvement, advancing solicitations and ensuring meaningful stewardship.

The challenge is to prioritise activity where it will have the greatest impact while maintaining appropriate engagement across a broad and complex portfolio. This requires disciplined planning, effective use of CRM systems, strategic judgement and the ability to identify when to accelerate, pause or reshape donor strategies.

5. Navigating High-Stakes Relationships and Reputational Considerations

The role involves engagement with major donors, prominent alumni, philanthropic foundations, corporate leaders, senior University executives and external stakeholders of influence and affluence. These relationships can involve complex expectations, reputational considerations, sensitive negotiations and long-term institutional implications.

The Development Manager must exercise discretion, professionalism and sound judgement in managing these relationships, ensuring that donor engagement is ethical, aligned with University policy and focused on mutually beneficial outcomes. The ability to communicate clearly, manage expectations and protect the University's reputation is critical.

6. Building Internal Engagement and Fundraising Confidence

Successful fundraising depends on active participation from senior leaders, academics and professional staff across the University. The Development Manager must support stakeholders to understand donor expectations, articulate their work in compelling ways and participate effectively in donor meetings, proposals, stewardship and campaign activity.

This requires patience, persistence and the ability to influence without direct authority. The role must build confidence, create practical pathways for engagement and demonstrate the value philanthropy can bring to teaching, research, student success, innovation and community impact.

7. Responding to Evolving Donor Expectations and Market Conditions

Donors increasingly expect clear impact, transparency, strong governance, meaningful engagement and evidence that their support will create measurable change. At the same time, economic uncertainty and competition for philanthropic funding require the University to present distinctive, credible and compelling opportunities.

The Development Manager must remain alert to changing donor behaviour, philanthropic trends, economic conditions and emerging areas of opportunity. The role requires creativity, resilience and strategic thinking to sustain donor confidence, grow support and position Western Sydney University strongly in the philanthropic market.

UNIVERSITY EXPECTATIONS

The University expects that all employees are aware of, and comply with legislation and Western's policies and procedures relevant to the position, including but not limited to:

- Code of Conduct
- Work Health and Safety and Wellbeing Management System
- Enterprise Agreement or Award
- Anti-discrimination principles, Equal Employment Opportunity and staff and student equity.

Approved by:

Date: