

POSITION DESCRIPTION

Manager, Strategic Philanthropy & Prospect Research



POSITION DETAILS

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| Position Title | Manager, Strategic Philanthropy & Prospect Research |
| Classification | HEW LEVEL 8 |
| Position Number | NEW |
| School/Office | Office of Advancement |
| Division | Division of Western Sydney and External Engagement |

POSITION PURPOSE

The Manager, Strategic Philanthropy and Prospect Research is a senior leadership role within the Office of Advancement, with primary responsibility for leading the design, development, and delivery of major philanthropic campaigns across the University. This role plays a central part in advancing Western Sydney University's strategic fundraising ambitions, with a core focus dedicated to campaign planning, execution, reporting, and evaluation.

Working across the University's Faculty structure, including Schools, Institutes, and Research Centres, the Manager, Strategic Philanthropy and Prospect Research will lead end-to-end campaign development, from prospect identification and alignment with key philanthropic priorities through to successful delivery and campaign reporting. This includes setting campaign objectives, defining priority projects, building target prospect lists, and creating coordinated donor engagement pathways that inspire action and investment. The role will oversee the creation of compelling cases for support, as well as targeted marketing and communication strategies that effectively connect prospective supporters to the University's vision and impact.

In addition to campaign leadership, the Manager will direct the University's prospect research and donor intelligence activities, ensuring that campaign strategies are informed by robust data, detailed donor profiling, and evidence-based cultivation plans. The position will drive alignment between donor interests and institutional priorities, ensuring that every campaign is underpinned by a well-qualified and strategically managed pipeline of prospects.

Reporting to the Executive Director, Advancement, the Manager will work in close collaboration with internal stakeholders to co-create and maximise philanthropic outcomes. This includes facilitating cross-university engagement in campaigns, coordinating stewardship activities, and maintaining the highest standards of data governance, ethical fundraising, and relationship management. Through this integrated approach, the role will deliver transformative outcomes for Western Sydney University and its

communities.

1. **Lead Major Campaigns:** Design and deliver end-to-end philanthropic campaigns that advance the University's fundraising goals.
2. **Campaign Strategy & Planning:** Set campaign objectives, define priority projects, and coordinate execution, reporting, and evaluation.
3. **Prospect Development:** Oversee prospect research and donor intelligence to build a well-qualified, data-driven donor pipeline.
4. **Case for Support & Engagement:** Lead creation of compelling cases for support and donor journeys aligned with institutional priorities.
5. **Cross-University Collaboration:** Partner with Faculties, Schools, Institutes, and Centres to activate and coordinate campaign activity.
6. **Marketing & Communications:** Develop strategic messaging and campaign collateral to inspire donor support and investment.
7. **Governance & Ethics:** Uphold best practice in data governance, ethical fundraising, and relationship management.
8. **Strategic Impact:** Drive transformative philanthropic outcomes that align with Western Sydney University's mission and community impact.

KEY ACCOUNTABILITIES

1. Campaign Development, Delivery, and Evaluation

- Lead the design, planning, and execution of major philanthropic campaigns aligned with Western Sydney University's strategic priorities.
- Define campaign objectives, timelines, budgets, and performance metrics, ensuring alignment with institutional goals.
- Develop and manage campaign-specific prospect pipelines, identifying, qualifying, and prioritising donors and partners most likely to support key initiatives.
- Create compelling cases for support that articulate the impact, urgency, and unique value of campaign initiatives.
- Coordinate cross-university participation in campaigns, ensuring Faculties, Schools, Institutes, and Research Centres are engaged, aligned, and contributing to campaign outcomes.
- Work with Marketing, Media, and Communications teams to develop campaign branding, messaging, and multi-channel promotional strategies.
- Oversee the creation of campaign collateral and digital content to inspire donor engagement.
- Integrate events into campaign plans, including launches, milestone celebrations, and targeted donor gatherings.
- Monitor campaign performance in real time through tracking tools, dashboards, and regular progress reports.
- Develop comprehensive campaign reporting templates and dashboards to track progress, donor engagement, and ROI in real time.

2. Prospect Identification, Research, and Donor Alignment

- Lead the development and implementation of best-practice prospect research frameworks to support campaign and major gift activity.
- Oversee donor identification, profiling, and segmentation to ensure alignment with campaign priorities and institutional projects.
- Use wealth screening, predictive modelling, and analytics to prioritise prospects and inform cultivation strategies.
- Maintain the highest standards of data accuracy and governance in Raiser's Edge and related systems.
- Ensure campaign prospecting efforts contribute to long-term donor pipeline development

beyond the current campaign.

3. Stakeholder Engagement and Internal Collaboration

- Build strong relationships with Deans, Institute Directors, researchers, and senior leaders to identify philanthropic opportunities and co-develop projects for donor investment.
- Provide strategic advice and campaign-related briefings to the Executive Director, Advancement, and other senior executives to support donor meetings and solicitations.
- Facilitate campaign engagement across the University by training and equipping internal stakeholders with tools, resources, and talking points.
- Champion a culture of philanthropy across the University, encouraging active participation in campaign activities.

4. Donor Engagement, Stewardship, and Relationship Management

- Develop tailored donor engagement plans integrated into campaign strategies, ensuring each donor's journey is well-planned and personalised.
- Collaborate to design stewardship programs that reinforce donor commitment and provide meaningful recognition post-campaign.
- Ensure timely, accurate, and impactful reporting to donors on the outcomes and impact of their contributions.

5. Campaign Readiness, Governance, and Compliance

- Develop and maintain campaign readiness frameworks, systems, and processes to ensure effective and efficient campaign delivery.
- Ensure all campaign and donor engagement activities comply with legal, ethical, and privacy standards.
- Apply best-practice fundraising principles and adhere to the University's policies, codes, and guidelines.

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 Executive 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. Executive Deans, School Deans, and Institute Directors
4. Donors
5. Alumni
6. Volunteers

CHALLENGES

Delivering Complex, Multi-Faceted Campaigns

- Managing the full cycle of large-scale philanthropic campaigns—from planning to evaluation—requires coordinating multiple moving parts, stakeholders, and timelines. Balancing campaign momentum with day-to-day operational demands will be a significant challenge.

Aligning Diverse Internal Stakeholders

- The role operates across all Faculties, Schools, Institutes, and Research Centres, each with distinct priorities and approaches to philanthropy. Building buy-in and ensuring consistent engagement in campaign activities requires strong diplomacy, influence, and persistence.

Developing and Sustaining a High-Value Donor Pipeline

- Identifying, qualifying, and engaging major gift prospects to meet both immediate campaign goals and long-term fundraising needs requires a disciplined and data-driven approach, combined with creative relationship-building strategies.

Positioning Campaigns in a Competitive Philanthropic Environment

- Standing out in a crowded donor landscape demands compelling, differentiated campaigns that clearly articulate Western Sydney University's unique value proposition and impact, particularly in competition with larger, more established institutions.

Maintaining Campaign Readiness and Responsiveness

- Campaign success depends on having the right systems, processes, and resources in place while remaining agile enough to respond to changing priorities, emerging opportunities, or shifts in the philanthropic climate.

Balancing Campaign and Relationship Priorities

- While the majority of the role focuses on campaign execution, maintaining personalised, meaningful donor relationships and stewardship outside the immediate campaign context is essential for long-term success.

Ensuring High Standards of Data Governance and Compliance

- Managing large volumes of donor and prospect data demands strict adherence to privacy, ethical, and legal standards, while ensuring accuracy, timeliness, and accessibility for campaign reporting and decision-making.

Achieving Ambitious Fundraising Targets Under Pressure

- The University's strategic fundraising goals require the delivery of significant results, often within tight timeframes. Maintaining resilience, focus, and performance under high expectations is a constant challenge.

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: Office for People

Date: 09/10/2025