

Development Engagement Lead

Department:	Development and Fundraising
Grade/ Salary:	Grade 7, £44,753 - £52,511 (pro-rata)
Contract Type:	Full time permanent
Hours:	35 per week (Full time)
Location:	New Cross, London

Goldsmiths

Goldsmiths, University of London is a world-leading centre of educational excellence where ground-breaking research meets innovative teaching and thinking. We're looking for inspiring and talented people to help build on our global reputation while also growing personally in a true learning organisation.

As a college we are working to tackle inequality in all its forms and are working to promote equality on grounds of race, disability, age, sex, gender identity, sexual orientation, religion and belief, marriage and civil partnership, pregnancy and maternity, and caring responsibilities. We are keen to attract candidates from diverse backgrounds who share our commitment to creating an inclusive culture in which all students and staff can thrive.

Information for candidates with disabilities can be found on our [Disability & Individual needs](#) page. We are happy to supply information in alternative formats for disabled applicants. Please contact hr-recruitment@gold.ac.uk to make your request.



Department of Development and Fundraising

The Development and Fundraising Directorate is responsible for shaping, communicating, and advancing Goldsmiths' narrative to internal and external audiences, ensuring that the institution's impact, priorities, and ambitions are effectively articulated and supported.

Working as part of a specialist and collaborative function, colleagues within the Directorate harness the expertise, networks, and collective energy of the wider Goldsmiths community to support the long-term sustainability and success of the institution. This includes enabling opportunities that enhance student experience and outcomes, underpin world-leading research, and contribute to Goldsmiths' commitment to creating positive social impact.

The Directorate provides strategic leadership and coordination across a portfolio of externally facing and relationship-led activities, including:

- Philanthropy and fundraising
- External relations and civic engagement
- Alumni relations and supporter engagement

Through this work, the Directorate plays a critical role in building and sustaining meaningful relationships with alumni, donors, partners, and stakeholders, ensuring their engagement contributes to the achievement of institutional priorities.

Development and Fundraising operate as a strategic function across the University, working in close partnership with the Executive Board and reporting to the Vice-Chancellor. The Directorate also collaborates extensively with academic departments and professional services to align engagement, fundraising, and external relations activity with Goldsmiths' strategic goals.

Job description

Reporting to: Director of Development & Fundraising

Summary:

Role overview

The Development Engagement Lead plays a critical role in strengthening Goldsmiths' relationships with its external communities and enhancing the institution's visibility, influence, reputation, and long-term sustainability.

Working within the Development and Fundraising Directorate, the postholder will work closely with the Director of Development and Fundraising to develop and deliver a comprehensive engagement and communications strategy that inspires connection, advocacy, participation, partnership, and philanthropic support.

The role will lead the development of audience-focused engagement programmes, supporter communications, impact storytelling, and reputation-building initiatives that deepen relationships with donors, alumni, partners, supporters, volunteers, employers, cultural organisations, and other strategically important stakeholders.

Working collaboratively across the institution, the postholder will identify, develop, and share compelling stories that demonstrate the impact of Goldsmiths' teaching, research, students, staff, alumni, and supporters. They will play a leading role in ensuring that communications with external audiences are coordinated, consistent, engaging, and aligned with institutional priorities.

The postholder will act as a connector across Goldsmiths, bringing together activity from academic departments, professional services, research centres, students, alumni, and external partners to create meaningful and inspiring engagement opportunities that strengthen affinity, advocacy, partnership, and support.

This is a highly collaborative and relationship-focused role requiring excellent communication skills, creativity, strategic thinking, strong stakeholder management capability, and the ability to develop engaging communications and experiences that resonate with diverse audiences.

Key responsibilities

Strategy

- Work with the Director of Development and Fundraising to develop and deliver a multi-year engagement and supporter communications strategy that supports institutional priorities and philanthropy objectives.
- Develop audience-focused engagement plans that strengthen relationships with donors, alumni, supporters, partners, volunteers, and other external stakeholders.
- Create engagement programmes that support philanthropy, advocacy, volunteering, partnerships, reputation, and community building.
- Develop audience journeys that encourage deeper engagement and progression across philanthropy, volunteering, advocacy, mentoring, partnerships, and community participation.
- Use audience insight, engagement data, and sector best practice to inform strategic priorities and programme development.
- Ensure engagement activity is aligned with broader Development and Fundraising objectives and institutional priorities.

Communications and Storytelling

- Lead the development and delivery of communications that inspire engagement, support, and advocacy among key external audiences.
- Develop and oversee a coordinated programme of communications for donors, alumni, supporters, partners, and prospective supporters.
- Create compelling stories that demonstrate the impact of philanthropy, partnership, research, student success, alumni achievement, and community engagement.
- Work across the University to identify and develop content that showcases the value and impact of Goldsmiths and its community.
- Ensure communications are audience-centred, inclusive, engaging, and aligned with institutional priorities.
- Support fundraising campaigns, stewardship activity, alumni engagement initiatives, and partnership development through targeted communications.
- Develop and maintain content across multiple channels including newsletters, publications, digital communications, websites, social media, impact reports, and supporter communications.

Stakeholder Engagement

- Build and maintain strong working relationships with colleagues across academic departments, research centres, professional services teams, and senior leadership groups.
- Act as a key point of connection between Development and Fundraising and the wider institution, helping to identify opportunities for engagement and storytelling.
- Work collaboratively with fundraising and alumni relations colleagues to develop engagement opportunities that support relationship-building and supporter development.
- Develop meaningful opportunities for donors, alumni, supporters, partners, and external stakeholders to engage with Goldsmiths and its work.
- Act as a strategic communications partner to senior University leaders, supporting their engagement with key external audiences through the development of high-quality communications, briefing materials, speeches, presentations, stakeholder correspondence, social media content, and thought-leadership opportunities that strengthen Goldsmiths' reputation, influence, and supporter relationships.

Reputation and Influence

- Increase awareness and understanding of Goldsmiths among key external audiences through strategic engagement and communications activity.
- Strengthen the visibility of the institution's impact, achievements, partnerships, and supporter community.
- Develop communications that reinforce Goldsmiths' reputation as a leading institution for creativity, innovation, social impact, and academic excellence.
- Build advocacy and affinity among alumni, donors, partners, supporters, and external stakeholders.
- Identify opportunities to amplify institutional achievements, supporter impact, and partnership successes.

Events and Engagement

- Lead the development of engagement initiatives that bring supporters, alumni, donors, partners, and wider communities closer to Goldsmiths.
- Support the planning and delivery of events, recognition activities, campaigns, and engagement programmes aligned with Development and Fundraising and institution wide priorities.
- Ensure a high-quality and inclusive stakeholder experience across all engagement activity.
- Contribute to stewardship, cultivation, recognition, and community-building activities.

Reporting

- Monitor and report on engagement activity, audience growth, communications performance, and supporter participation.
- Develop KPI frameworks and performance measures for engagement and communications activity.
- Analyse engagement trends and audience insight to inform future strategy.
- Produce strategic reports and recommendations for senior stakeholders.
- Contribute to Directorate reporting, planning, and performance monitoring activity.

Collaboration

- Work collaboratively with fundraising, alumni relations, communications, partnerships, employability, and academic colleagues to deliver integrated engagement activity.
- Support cross-University initiatives that strengthen engagement, philanthropy, partnerships, participation, and institutional reputation.
- Represent the Development and Fundraising Directorate on institutional working groups, projects, and committees as required.
- Contribute positively to the development of a collaborative, ambitious, and relationship-focused engagement culture.

General Duties

- You will be required to undertake any other duties as may reasonably be required
- Ensure that you are aware of and aligned with Goldsmiths' Regulations, Strategy, and Objectives to work together to proactively advance Equality and Diversity
- At all times to help maintain a safe working environment by participating in training as necessary and following the Goldsmiths' Health and Safety Codes of Practice and Policy

Person Specification

Detailed below are the types of qualifications, experience, skills, and knowledge which are required of the post holder. Selection will be made upon evidence of best fit with these criteria.

The Essential criteria sections show the minimum essential requirements for the post, therefore if you cannot demonstrate in your application, you meet the essential criteria categorised below, you will not be invited to interview.

The Desirable criteria sections show additional attributes which would enable the applicant to perform the role more effectively with little or no training.

The Category column indicates the method of assessment:

A = Application form

I = Interview

T = Test

C = Certificate

R = Reference

P = Presentation

	Category
Essential Criteria 1 - Qualifications	
Undergraduate qualification or equivalent professional experience	A, C, I
Desirable Criteria 1 - Qualifications	
Relevant professional accreditation or evidence of continuing professional development in stakeholder engagement, fundraising, or external relations	A, C, I
Essential Criteria 2 - Experience	
Experience developing and delivering stakeholder engagement, advancement, external relations, partnership or advocacy strategies and programmes	A, I
Proven track record of building and sustaining strategic relationships that lead to successful organisational outcomes	A, I
Experience building and managing relationships with a wide range of stakeholders including supporters, donors, alumni, partners, senior leaders, civic organisations and external partners	A, I

Experience developing and delivering engagement campaigns, events, communications and/or relationship management programmes	A, I
Experience leading complex projects and managing multiple priorities simultaneously	A, I
Experience supporting senior leaders in stakeholder engagement and/or external relations activity	A, I
Desirable Criteria 2 - Experience	
Experience working in higher education, charities, membership organisations, cultural institutions, public or similarly complex environments	A, I
Essential Criteria 3 – Knowledge	
Strong understanding of stakeholder engagement, supporter engagement and/or partnership development	A, I
Understanding of the role of engagement activity in supporting institutional strategy, reputation and income generation	A, I
Desirable Criteria 3 - Knowledge	
Knowledge of higher education fundraising, alumni engagement or external relations practice	A, I
Essential Criteria 4 - Skills	
Excellent communication and presentation skills with the ability to articulate compelling cases for engagement, support and partnership	A, I, P
Strong relationship management, influencing and networking skills	A, I
Ability to engage, influence and build credibility with senior stakeholders	A, I
Strategic thinking with strong commercial awareness and results focus	A, I
Strong planning, organisational and project management skills	A, I
Ability to identify opportunities aligned to institutional priorities and convert them into meaningful engagement outcomes	A, I
Demonstrable commitment to equality, diversity and inclusion, including creating accessible and inclusive engagement opportunities	A, I
Desirable Criteria 4 - Skills	
Experience in developing high-impact presentations, proposals or cases for support	A, I

Please also note that where qualifications are required, employment is conditional on the verification of them. Qualifications (must be original documents) will be checked on or before the first day of appointment.

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Summary of Benefits

If you choose to work with us, you'll become part of a learning organisation that is committed to professional and personal development, with comprehensive and innovative staff development and wellbeing programmes.

You'll also have access to frequent lunchtime and evening talks, seminars and performances, and annual performance and development reviews.

Our other benefits include:

- Competitive salary
- Working in Zone 2, with fantastic transport links and interest free travel to work loans
- Excellent annual leave entitlement plus additional closure days at Christmas and Easter
- 3 days of volunteering leave per annum, plus parental and study leave allowance.
- Maternity, paternity, shared parental leave and adoption leave and pay
- Membership of USS or LPFA pension scheme, dependent upon grade
- Contractual sick pay provision
- Access to an Employee Assistance Programme, offering 24/7/365 confidential and free advice, support, and information service on a range of personal, family, or work-related matters.
- Free eye tests
- Cycle to work scheme
- Wellbeing initiatives including the Chaplaincy and Staff Choir
- On-site [dining facilities](#)
- Access to University of London facilities such as [Senate House Library](#)
- Membership of Staff Diversity Networks: (Dis)Ability, Goldsmiths Race Equality Group, LGBTQ+, Menopause, Parents and Carers, Women at Goldsmiths. (Staff are also encouraged to join networks as Allies should they wish to do so rather than as members)

Further information

For more information about Goldsmiths, please visit: www.gold.ac.uk/about

Thank you for your interest in working with us, we wish you all the best with your application.