

Alumni Engagement, Mid-Value and Legacies Manager

Job Reference:	6174
Department:	Development & Alumni Relations Office
Salary:	Grade 7, £43,936 – £48,852
Contract Type:	Permanent
Hours:	Full time, 35 hours/week
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.



About the candidate

We are seeking a strategic thinker and natural relationship builder. You will have the skills and experience to develop strategic projects that create partnerships between alumni and the College, for the benefit of Goldsmiths and our students. You will have an entrepreneurial approach to identifying new opportunities and developing ideas. You will be experienced in the development and delivery of mid-value and/or legacy programmes, including events, and building personal relationships with alumni and alumni donors, or equivalent. You will be skilled in writing engaging fundraising copy for communications and reports. We welcome applicants with a background in the Higher Education or Not for Profit sector.

Development & Alumni Office

The [Development and Alumni Office \(DAO\)](#) is a small, dynamic team responsible for building a culture of support for Goldsmiths, whether that is through philanthropy, volunteering or advocacy. Our fundraising activities support highly impactful projects that change lives and even save lives, and that reflect Goldsmiths' values of civic engagement, social inclusion and educational excellence. Outstanding Goldsmiths projects and initiatives that we seek support for include the [Equity Awards](#), [Alchemy](#), [Goldsmiths Centre for Contemporary Art](#), [Open Book](#), [Forensic Architecture](#), [Student Hardship Fund](#) and [Goldsmiths Mentoring Scheme](#).

The Alumni Relations and Regular Giving programme aims to build relationships that inspire alumni, colleagues and friends to support Goldsmiths through strategic projects and initiatives, donations or volunteering. Through our multi-channel giving campaigns, we seek individual gifts, mid-value gifts and legacy gifts.

The programme is led by the Head of Alumni Relations and Regular Giving with the support of an Alumni Engagement, Mid-Value and Legacies Manager (this post); Individual Giving and Legacies Officer, and 2 x Alumni Relations Assistants.

For more information visit www.gold.ac.uk/alumni and www.gold.ac.uk/giving-to-goldsmiths/

Job description

Reporting to: Head of Alumni Relations and Regular Giving

Reports: No direct line reports currently. In time may be responsible for the line management of an Assistant or Officer. May occasionally be responsible for managing student ambassadors and interns.

Summary:

Goldsmiths has an alumni community of 93,500 former students and staff in 160 countries around the world, who offer a unique set of skills and experience. This new role at Goldsmiths has been created to help us expand our Alumni Engagement, Mid-Value and Legacies programmes, which seek the engagement and support of our alumni community.

This role will work closely with the Head of Alumni Relations and Regular Giving to lead on strategic alumni engagement projects and to develop and deliver highly personalised mid-value and legacy programmes.

Alumni engagement and alumni strategic projects (approximately 50% of the role)

This role will lead on the development of strategic initiatives to bring alumni together with Goldsmiths to form relationships, projects and initiatives that support education at Goldsmiths. Projects will be wide-ranging in nature, for example the development of cross-organisational projects such as alumni/student mentoring, or setting up alumni panels, committees or boards to support Goldsmiths.

Mid-value and legacy fundraising (approximately 50% of the role)

This role will lead on engagement initiatives to develop and steward our mid-value and legacy donors who are acquired from our alumni engagement, individual giving and legacy marketing programmes. The legacy programme will deliver highly personalised engagement for legacy prospects and pledgers via events, a legacy society and other initiatives.

Main duties:

- Working with the Head of Alumni Relations and Regular Giving to develop an alumni engagement strategy to map alumni engagement between alumni and academic departments and identify strategic opportunities for alumni throughout Goldsmiths.
- Lead on the development and delivery of alumni strategic projects in conjunction with academic departments or other Professional Services departments, such as Careers and

Employability. Projects could include a cross-organisational mentoring programme aimed at supporting students and alumni, or setting up alumni panels, committees or boards.

- The postholder will develop and deliver a legacy engagement programme, creating a legacy society and programme of events for legacy donors.
- The postholder will develop and deliver a mid-value programme with new initiatives for elevating levels of giving from our alumni with the potential to give at the mid-value level, through highly personalised asks, giving circles, events and other initiatives.
- The postholder will produce a range of inspiring written communications for fundraising, stewardship and engagement. These digital and print communications will engage, recruit and develop new and existing supporters to grow our mid-value and legacy programmes. Email communications will be sent via Mailchimp.
- Development and delivery of a donor stewardship programme to retain mid-value and legacy donors and increase donor loyalty. This will involve working with colleagues across the organisation to collate information on the impact of donor support, writing stewardship communications, and developing this into email, web and print materials to share with donors.
- Managing income and expenditure budgets for own area of work.
- Managing alumni and donor relationships by phone, letter, email or in-person in a timely manner to maintain relationships with alumni and donors, and thank donors; ensuring all communications are logged on the alumni and donor database, Raiser's Edge.
- Regular reporting on own areas of work, using Excel to produce in-depth analysis of alumni engagement and giving.
- Supporting with and attending Development and Alumni Office events if required.

Generic Duties:

- The post holder will be required to undertake any other duties as may reasonably be required.
- The post holder will act as an ambassador for DAO and Goldsmiths at all times.
- The post holder will at all times comply with the Data Protection Act, and College and Service information handling procedures.

- The post holder will be aware of and aligned with Goldsmiths' Regulations, Strategy, and Objectives to work together to proactively advance Equality and Diversity.
- The post holder will at all times 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 C = Certificate I = Interview R = Reference T = Test

Person Specification	Category
Essential Criteria 1 – Qualifications	
Educated to degree level or equivalent.	A, C
Desirable Criteria 1 – Qualifications	
Fundraising qualification and/or continued professional development.	A, I, R
Essential Criteria 2 – Experience	
Successful track record in developing and delivering a legacy fundraising and/or mid-value fundraising programme.	A, I, R
Experience of building relationships with a wide range of internal and external stakeholders, including colleagues up to a senior level, donors and alumni (or equivalent).	A, I, R
Experience of strategy development.	
Experience of delivering digital and email fundraising campaigns.	A, I, R
Experience of writing inspiring copy for fundraising communications and reports for a range of channels and audiences.	A, I, R
Desirable Criteria 2 – Experience	
Experience of delivering fundraising events such as legacy or mid-value events.	A, I, R
Essential Criteria 3 – Knowledge	
Demonstrable understanding of the role alumni relations plays within university fundraising.	A, I
Knowledge of Data Protection.	A, I
Essential Criteria 4 – Skills	
A high standard of spoken and written English that enables candidate to confidently engage, influence, persuade, establish trust, negotiate with and report to a diverse range of stakeholders.	A, I, T
Strong IT skills with the ability to use a fundraising or Customer Relationship Management database (such as Raiser’s Edge), Microsoft Office, and email marketing software (such as Mailchimp).	A, I, T
Excellent project management skills with the ability to work autonomously, prioritise workload and manage self and others to keep to deadlines.	A, I
Ability to develop new ideas, solve problems and think creatively.	

Ability to respond to change and adapt to unexpected events and circumstances. Able to work occasional evenings or weekends, or travel nationally or internationally if required.	A, I
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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.

Additional information

For more information about the role, please contact Zoe Wilson Young
tel +44 (0)20 7919 7069 or email z.wilsonyoung@gold.ac.uk

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
- Membership of USS or LPFA pension scheme, dependent upon grade
- Maternity, paternity, shared parental leave and adoption leave and pay
- 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 Pilates 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.

January 2025