



<b>Job title</b>	Development Manager
<b>Department</b>	Development Team
<b>Location</b>	Mansfield College, Mansfield Road, Oxford, OX1 3TF
<b>Grade and salary</b>	Grade 7: £38,674 - £46,913
<b>Hours</b>	36.5 Hours per week
<b>Contract type</b>	Permanent - Full time
<b>Reporting to</b>	Associate Development Director
<b>Additional Information</b>	<p>Flexible working, including working remotely for a proportion of the week, is fully supported in this role.</p> <p>The post holder may on occasion be required to work out of normal working hours during the weekend or evening, for which time off in lieu can be taken.</p>

## The role

Mansfield College is seeking an exceptional fundraising professional to join its high-performing Development team, at an exciting moment in the College's history. We are looking for an outstanding individual to lead the College's annual (or 'regular') giving programme, and create and deliver engaging stewardship opportunities for donors at all levels.

Mansfield's annual giving programme is central to the College's ongoing success and generates vital and significant income for the College every year for every aspect of life and work within our academic community. Now in the public phase of our *For Mansfield. Forever.* campaign, you will be joining a friendly, supportive and high-performing team that is responsible for delivering consecutive record-breaking fundraising years for the College.

The Development Manager is a senior role within the College's Development & Alumni Relations team and has responsibility for executing an annual giving strategy that includes telephone campaigns; online giving days using compelling social media content to drive support; direct mail appeals; and encouraging membership of Mansfield's 1886 Circle. This role is also responsible for ensuring engaging stewardship opportunities for donors to the College at all levels.

[mansfield.ox.ac.uk](http://mansfield.ox.ac.uk)  
01865 270970

Mansfield College  
University of Oxford, Oxford, OX1 3TF





## About Mansfield College

Mansfield College is one of the 39 constituent colleges of the University of Oxford.

Throughout its history, Mansfield has worked hard to make an Oxford education available to previously excluded groups, most recently in its successful access initiatives, promoting application from students from the state sector, and from backgrounds of educational and financial disadvantage. It is currently the Oxford College with the most diverse undergraduate body and has the highest proportion of state sector students. The Principal is Helen Mountfield KC.

Mansfield has around 55 academic staff, 255 undergraduates, 220 graduates and 42 visiting students. This relatively small size engenders friendly and close relationships not only among students and tutors, but across the whole community at the College. The College is also home to the Bonavero Institute of Human Rights, within Oxford University's Law Faculty, which was opened by Kofi Annan in 2018. In 2021, Mansfield was recognised as a university College of Sanctuary by the UK charity City of Sanctuary, after demonstrating an ongoing commitment to nurturing a culture of inclusivity and awareness on campus for those seeking sanctuary (which includes refugees and asylum seekers), as well as in the wider community.

Detailed information about Mansfield College may be found at [www.mansfield.ox.ac.uk](http://www.mansfield.ox.ac.uk)

## Development Team

The Development team at Mansfield College is responsible for the College's fundraising and alumni relations activity and plays an important role in maintaining engaging external communications on behalf of the College.

Our current fundraising campaign, *For Mansfield. Forever.*, launched in March 2024, is the most ambitious in the College's history, and as part of this, the Development team is focused on securing gifts at all levels in support of Mansfield's mission and core purposes, including an exciting new project to transform the College's site.

The Development team consists of the: Development Director; Associate Development Director; Development Manager; Development Operations Manager (part-time); Legacy and Planned Giving Manager (part-time); Alumni Relations Officer; and Development Associate.

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## Responsibilities

### Core Responsibilities

- Working to the Associate Development Director, deliver a successful annual or regular giving programme for Mansfield with the aim of acquiring new donors, and encouraging increased and ongoing support from alumni.
- Champion the benefits and advantages of the regular giving programme among internal and external constituencies and, in doing so, enhance and improve the overall culture of support and giving from alumni and friends to the College.
- Communicate effectively, both internally and externally, on the progress, success and results of the regular giving programme within the overall fundraising campaign.
- Through an engaging ongoing programme of activity and communications with donors at all levels, ensure all those who give are celebrated, thanked and given every opportunity to keep in touch with Mansfield and feel part of the College community.

### Annual Giving Activity: 'Telethons', 'Giving Days' & Direct Mail

- Lead on and deliver Mansfield's telephone campaigns, supported by an external contractor: recruit student callers, produce written materials, ensure data quality, oversee logistics, manage calling sessions, and complete post-call administration.
- Lead on and deliver the College's 'Giving Day' online appeals, working with chosen contractors and the Comms Officer to use our campaign branding and creative content to engage and inspire alumni to support us.
- Plan and draft direct mail and online appeals and other creative giving initiatives.
- Plan and implement other giving appeals and initiatives with a view to retaining current donors and acquiring new donors.
- Evaluate the success and effectiveness of each appeal and use this analysis to refine and improve our results.
- Research and bring creative new approaches and best practice ideas to all of your giving projects.



### **Stewardship and Donor Engagement**

- Take leading responsibility for thanking, celebrating, and reporting to regular and mid-level donors. With support from the Development Operations Manager and Development Associate, this work will include thank you letters, regular updates, donor reports, and in-person visits.
- 1886 Circle: lead on the management, marketing and stewardship of the College's circle of 'leadership'-level supporters, encouraging alumni to join the scheme, and planning and organising engagement such as events and communications for the group.
- Lead on the production of all donor communications (for example campaign reports) and participate in the creation of wider alumni communications such as the monthly alumni e-newsletter, website, social media, and Mansfield Magazine, wherever content is relevant to donors and supporters.

### **Data and Database Management, Segmentation and Reporting**

- Work independently and proficiently to segment, utilise and analyse large datasets to underpin the success of your regular giving projects across the year.
- Produce reports as required on fundraising activity, results, and financial overviews.
- Support the improvement of the College database's data quality through the deployment of data enrichment activities such as alumni surveys.
- Take personal responsibility for maintaining accurate records on all elements of donor data and giving.

### **Other**

- Any other such duties relating to the work of the Development team as may be reasonably assigned from time to time by the Development Director and Associate Development Director.





## Selection Criteria

### Essential

### Experience

- At least two years' relevant fundraising or marketing experience, or experience in another externally facing position which has involved meeting ambitious targets.

### Skills and Competencies

- High level of organisational skill with the ability to manage multiple concurrent projects, deadlines, and external suppliers (e.g. telethon and giving day partners).
- Excellent written communication skills, with the ability to craft compelling, audience-specific fundraising / marketing / community-building communications consistent with organisational messaging.
- Strong interpersonal and influencing skills, with the confidence to work effectively with senior colleagues, students, alumni, and external stakeholders.
- Good analytical capability, including experience segmenting and analysing datasets to inform strategy and evaluate ROI, participation, and pipeline development.
- High level of proficiency in using fundraising or CRM databases to underpin large-scale marketing, events or fundraising activity, maintaining data integrity, and producing performance reports.

### Personal Attributes

- Initiative, creativity, and a proactive approach to improving project, activity or fundraising performance.
- High level of accuracy, discretion, and professionalism when handling sensitive donor information.
- Ability to work collaboratively within a small, high-performing team.





- Commitment to the mission and values of Mansfield College, including widening access, inclusivity, and community engagement.

### **Desirable**

- Educated to degree level or above.
- Strong understanding of fundraising best practice, supporter journeys, and the principles of donor-centric communications.
- Experience of digital and community engagement strategies including social media-led fundraising and peer-to-peer giving.
- Experience of delivering a multi-channel annual or regular giving programme within a higher education, charity, or comparable philanthropic environment.
- Experience of designing and delivering fundraising appeals across telephone campaigns, online giving days, and direct mail, through which you met or exceeded income targets and improved donor participation, retention, and upgrade rates.
- Experience of donor stewardship and engagement across the donor lifecycle, including mid-level giving or membership schemes.
- Experience of supervising student ambassadors, volunteers, or temporary campaign staff (e.g. telethon callers).
- Knowledge and an interest in UK Higher Education; knowledge of UK and international tax advantages for making charitable donations; knowledge of the UK charitable/philanthropic sector; knowledge and understanding of GDPR and other legislation relevant to charities and your role.

### **Training**

Training on the College's CRM database system will be given. Other training and professional development opportunities will be explored with the postholder on a regular basis.





## Terms and Conditions Summary

**Appointment:** This is a full-time, permanent post working five days per week. The appointment will be conditional on receipt of evidence of right to work in the UK documentation, an enhanced DBS check and satisfactory references.

**Probationary Period:** There will be a probationary period of 3 months. Only after successfully completing this probationary period will the appointment be confirmed.

**Notice Periods:** During the probationary period, the post-holder's employment may be terminated by either side on one week's written notice. Once the appointment is confirmed, the period of written notice will be 1 month.

**Salary:** The salary reflects the University Scale at Grade 7. Appointments are normally made to the bottom of the grade; however, the starting point will depend on qualifications and experience. Automatic progression takes place on 1 August for support staff provided they have been in post for at least 3 months prior to the incremental date until the maximum point is achieved.

**Annual Leave:** 25 days annual leave plus 8 bank holidays and 5 days Christmas Closure days holiday.

**Hours of Work:** Normal hours of work will be 36.5 hours per week with a 30 minute lunch break each day, which is paid. The ability and willingness to adopt a flexible approach to working hours and duties will be required as some evening and weekend working will be necessary.

**Meals:** Lunch is provided free of charge whilst on duty and when the College kitchen is open.

### Benefits

- Generous Paid maternity/paternity/adoption/parental leave
- Employee assistance programme (EAP) with Health Assured
- 1 annual subscription fee for membership to a professional body
- Subsidised bus pass loan, season ticket rail loan
- Eye Care subsidy for DSE users - free eye test and a contribution towards lenses.
- A childcare salary sacrifice scheme
- Free Gym, Swim & Track access for college staff at Iffley Road, discounts for spouses & partners cohabiting
- Pension: The post-holder will be automatically enrolled in the University of Oxford Staff Pension Scheme (USS) unless they notify the College otherwise.





Further terms and conditions are contained in the Employee Handbook, a copy of which will be supplied on appointment and forms part of the post holder's contract of employment.

### **Pre-employment screening**

#### **Standard checks**

If you are offered the post, the offer will be subject to standard pre-employment checks. You will be asked to provide: proof of your right-to-work in the UK; proof of your identity; and (if we haven't done so already) we will contact the referees you have nominated.

#### **How to apply**

If you would like to apply please upload your CV and a cover letter or supporting statement **as PDF files** via our website: [Work for Us - Mansfield College](#)

Your application will be judged solely on the basis of how you demonstrate that you meet the selection criteria stated in the job description.

As part of your application you will be asked to provide details of **two referees** and indicate whether we can contact them now.

**All applications must be received by 12 midday UK time on the closing date stated in the online advertisement.**

### **If you need help**

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For general support enquiries on how to apply for the role, please email [vacancies@mansfield.ox.ac.uk](mailto:vacancies@mansfield.ox.ac.uk)

Please note that correspondence on application progress will be via email. **Please check your spam/junk mail** if you do not receive an email.

### **Important information for candidates**

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#### **Equal Opportunities**

Mansfield College and the University of Oxford are equal opportunities employers and welcome applications from all suitably qualified candidates. Mansfield actively welcomes diversity amongst its staff and students and all reasonable adjustments will be made to the recruitment process, working arrangements and/or environment to accommodate applicants with any form of disability.





Please let us know if you believe there are any reasonable adjustments we should be making to assist you with your application. If you feel that you have a disability which may affect your application, please let us know.

Please also let us know of any reasonable adjustments that we would need to make for you to attend an interview.

To comply with UK employment legislation the successful candidate will be required to provide documentary evidence of their eligibility for employment before starting work with the College.

Potential applicants should note that this advertisement does not satisfy the requirements of the UK Home Office in relation to a sponsorship for a visa.

### **Data Privacy**

Please note that any personal data submitted to the College as part of the job application process will be processed in accordance with the GDPR and related UK data protection legislation. For further information, please see: [GDPR Framework | Mansfield College, Oxford](#)

