



Job Description

Development Manager (Regular Giving)

Job Title:	Development Manager (Regular Giving)
Accountable to:	Deputy Director of Development
Liaison with:	Development, Communications and Alumni Relations team, Old Members (alumni) and Friends, Domestic Bursary and Estates team, College Accountant, students, external consultants and Fellows.

Overview of the Role

The Development Manager is responsible for strengthening relationships between Old Members and Univ and plays a vital role in securing sustainable philanthropic income for the College through regular and mid-level giving. The main responsibilities of the role include: maximizing income from low to mid-level supporters (gifts under £25K), developing and implementing an integrated regular giving strategy that includes telephone fundraising campaigns, Giving Days, direct mail, social media campaigns and email appeals.

Main Duties and Responsibilities

- To lead the development and delivery of an integrated individual giving programme, using direct mail, email, digital engagement, telephone fundraising, Giving Days and other donor engagement initiatives to increase participation, donor retention and philanthropic income.
- To 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 Old Members and friends to the College.
- To use data analysis, donor insight and prospect research to identify fundraising opportunities, inform strategy, monitor performance and maximise donor engagement and stewardship.
- To lead the cultivation, solicitation and stewardship of members of the 1249 Society to increase membership, retention and annual income.
- To lead the stewardship of regular and mid-level donors, ensuring donors receive timely, meaningful and impactful communications, working closely with the Stewardship and Alumni Relations Coordinator.
- To develop and deliver compelling donor and alumni communications that support fundraising and stewardship, including impact reports, publications, digital content, website material and fundraising case studies, working closely with the Communications Team.

- To lead the planning, delivery and evaluation of telephone fundraising campaigns, working with internal stakeholders, student callers and external consultants as appropriate to achieve agreed participations and income targets.
- To lead the planning, delivery and evaluation of the College's Giving Day programme, working with external consultants as required. Responsibilities include identifying funding priorities, gathering impact stories, producing content for digital fundraising platforms, commissioning filming where appropriate, recruiting and managing student ambassadors, coordinating donor thank-you activities, and briefing the Communications Team on social media and email campaign content.
- To plan, produce and coordinate Direct Mail materials and campaigns such as appeal letters/postcards, e-appeals, and other relevant documentation where appropriate.
- To manage and seek support from a portfolio of lower-level donors and potential donors to make regular gifts in the range of £1,000 to £25,000 per year, while building a strong pipeline of future major gift donors.
- To develop engagement and fundraising initiatives for recent leavers and Young Univ, building long-term philanthropic relationships and ensuring careful stewardship.
- To monitor, evaluate and report on fundraising appeals using metrics and insights to inform and improve future regular giving approaches.
- To work with the Communications team to ensure that digital fundraising platforms, giving pages and online content are up to date and correct and write new content as required.
- To attend major fundraising meetings internally to understand the gift process and how to identify potential donors using Raiser's Edge customer database/CRM tool.
- To work closely with the Operations team to ensure accurate gift processing, pledge management and acknowledgement for all regular donors.
- To monitor and follow up outstanding pledges, manage the renewal of lapsed direct debit donations, oversee donor thanking processes and monitor payment and reminder activity.
- To produce regular analyses, reports and recommendations for senior colleagues and committees and other internal reports where relevant.
- To assist with and attend selected Development/Alumni events throughout the year, some of which may involve working during evenings and weekends (for which time off in lieu will be given).
- To engage in other administrative duties as required to support the work of the Development Office.

Any other duties in related areas which the Deputy or Director of Development may reasonably expect.

Person Specification

Qualifications, Skills and Experience

Essential

- Educated to degree level or equivalent professional experience of fundraising;
- Strong project management and organisational skills with demonstrable experience in the ability to manage a diverse workload;
- A high level of attention to detail and accuracy;
- Motivated by achieving and exceeding targets and the capacity to work to deadlines and under time pressure;
- Financially numerate and able to prepare reports using large data sets for various audiences;
- The ability to work without supervision and, where necessary, to being pro-active and taking initiative;
- Excellent interpersonal skills and the ability to communicate confidently, effectively and diplomatically with internal and external contacts;
- A high standard of written and spoken English to enable drafting of correspondence, documentation, briefs and reports;
- The ability to work independently and flexibly as a member of a team;

Desirable

- Experience/knowledge of working in a university and/or college environment, or a comparable organisation;
- Experience of mass mail solicitation or telephone fundraising;
- Experience of fundraising or working in an outward-facing position which has involved working to targets;
- Experience of events organisation;
- Knowledge of UK and international tax advantages for making charitable contributions;
- Experience of using a fundraising or constituent relationship management (CRM) database (preferably Raiser's Edge);
- Knowledge of relevant legislation, including tax-efficient giving and Data Protection.