Job Description for – Regular Giving Officer

LINE MANAGER – Deputy Development Director

BACKGROUND INFORMATION

This is a new position in a growing Development team working closely with the Deputy Development Director. The post-holder’s principal objective is to manage the successful delivery and development of the College’s regular giving programme, using multi-channel approaches to increase the value and number of alumni and friends who give, to build a sustainable annual source of philanthropic income.

The post-holder will also be responsible for developing and managing the effective implementation of a comprehensive donor recognition and stewardship programme that cultivates, grows and retains donor support.

Skills Required

• Well organised with excellent administrative skills and attention to detail.
• An ability to understand and articulate the purpose and objectives of the College in an authentic and compelling fashion.
• Flexible, positive and pro-active approach to work, using own initiative as appropriate.
• Ability to work to tight and competing deadlines.
• Ability to work competently both as part of a team and using own initiative.
• A high standard of computing (including Microsoft PowerPoint, Word, Excel and Outlook), especially in the management, maintenance and reporting from a database. In particular it would be beneficial to have knowledge of Raiser’s Edge relational database.
• A good command of the English language, both orally and written, excellent interpersonal and communication skills.

PRINCIPAL DUTIES:

1. Regular giving and stewardship

• Develop and manage a successful regular giving programme, working on own initiative to plan and organise the regular giving activity annually and the planning cycle for the next two to three years.
• Achieve annual targets for increasing the percentage and number of alumni and friends who give, and for maximising donor retention, set in collaboration with the Deputy Development Director.
• Devise tailored solicitation and stewardship programmes to acquire, retain and upgrade regular mid-value donors giving between £250 and £10k, to include asking face-to-face as required.
• Lead on the development of the College’s digital fundraising and engagement activity.

• Lead, plan and oversee, in collaboration with the Communication and Events Manager, the creation and production of fundraising and marketing materials to support multi-channel fundraising and the most appropriate stewardship experience for different groups of donors. Ensure consistency of material and alignment with the College’s campaign plan.

• Manage the annual telephone campaign including working with consultants, extracting the constituency, drafting letters, recruiting students and liaising with other members of staff.

• Coordinate and extract data for direct mail pieces.

• Develop and maintain effective working relationships with colleagues in CUDAR.

2. Analysis, reporting and documentation

• Analyse and interpret a range of data to assess the performance and effectiveness of solicitations and mailings; identifying trends, testing solutions, sourcing additional related information where appropriate.

• Work with the Deputy Development Director to agree parameters for scoring systems and predictive models, and use data analysis to identify, understand and develop mechanisms to engage with key audiences, to deliver bespoke and targeted programmes.

• Analyse sector benchmarking data to provide strategic insight into the comparative performance of the College’s regular giving programme.

3. General duties

• Have expert knowledge and understanding of current legislation impacting upon regular giving and stewardship, marketing and operations, such as: gift aid, General Data Protection Regulations and fundraising regulation, and ensure operational compliance.

• Any other duties reasonably required of the Regular Giving Officer.

The observance is required at all times of the College Equal Opportunities, Health & Safety and Computer Acceptable Use policies together with the College policy on the application of the General Data Protection Regulations. Copies of these policies will be given to the post holder as part of the induction process.
Person Specification

- Educated to degree standard or equivalent.
- Experience of successfully developing and managing regular giving campaigns and stewardship programmes for donors giving at a range of levels in an HEI or leading non-profit organisation.
- Ability to understand and interpret statistical data and calculations, with a proven working track record of data manipulation and analysis to inform and guide activity.
- Sound understanding of the regular giving and stewardship professional framework, and relevant legal and regulatory requirements.
- Excellent project and change management skills, with strong organisational abilities, and the ability to adapt in a fast-moving environment, keeping up-to-date with new fundraising trends and methods.
- Experience of producing high-quality publications and working with designers, copywriters, printers and mailing houses.
- Proven analytical and problem solving skills, able to interpret and communicate sensitive material.
- An understanding of the Collegiate University.
- An ability to understand and articulate the College's purpose and objectives in an authentic and compelling fashion.
- Strong interpersonal skills and a combination of personal sensitivity, creativity and tact that is needed to secure the confidence and support of a variety of different College constituencies including Fellows, students, alumni and volunteers.
- Energy, flair, creativity and a belief in the power of philanthropy to make a difference to the College and the wider world.
- Tact and discretion in dealing with confidential or sensitive matters.
- Ability to use own initiative and work under pressure, but also a team player comfortable working closely with colleagues.
- Meticulous attention to detail and good organisational skills.
- Willingness to be flexible and adaptable when necessary.