

JOB DESCRIPTION

Job Title:	Development Officer (Regular Giving)
Department:	Alumni Relations and Development Office
Reports to:	Deputy Director of Development
Purpose of role:	The Development Officer has an important role in furthering relationships between the alumni community and Trinity and in generating a steady growth in regular gifts to the College. The Development Officer manages Trinity's regular giving activities, including the annual Telephone Campaign and Giving Day. They are also responsible for all the College's mass fundraising appeals and mailings.

The Alumni Relations and Development Office

Trinity's Alumni Relations and Development Office (ARDO) engages with the College's 15,000 alumni through a varied number of events and initiatives. Last year Trinity raised almost £10 million, from over 2,000 donors, and ran over 50 events though the year.

This is an opportunity to be part of a dynamic office with great potential. In return for hard work and commitment to delivering results, we offer a friendly environment that supports the development of staff in their professional careers at all stages. We enjoy our work and take pride in the contribution we are making to the future of a world-class educational and research institution.

Responsibilities:

- Deliver the strategy and plan for all regular giving solicitations to alumni and friends, using direct mail, telephone and social media as appropriate, with the aim to increase participation in our fundraising programme.
- In consultation with the Deputy Director of Development, devise the strategy, develop and set targets for annual gift levels, alumni giving rates, and other key performance indicators.
- Personally plan and manage Telethons and Giving Days including the recruitment and management of student callers and helpers, call pool selection, mailing strategy, social media, compliance with data protection regulations, liaison with external consultants and other College departments, software needs, solicitation levels, processing and thanking for gifts and call room management.
- Manage the implementation of a Graduation Gift programme at Trinity. Engaging leaving students and their families.
- Liaise and work closely with Cambridge in America to ensure that US alumni receive appropriate solicitations for regular, leadership, and legacy giving, and are appropriately stewarded.
- Manage and enhance membership of the Clock Tower Circle, which recognises regular giving to Trinity.

- Investigate other giving (or involvement) opportunities with new and regular donors, developing them alongside the major gift team to become donors of larger gifts.
- Keep under review in close liaison with the Deputy Director of Development all data protection and electronic marketing (GDPR and PECR) issues relating to mass market fundraising.
- Respond to all enquiries by post, email, and phone, concerned with regular giving in a timely, welcoming, and professional manner.
- Provide regular analysis and reporting of regular giving to the ARDO management.
- Ensure the Raiser's Edge NXT database is kept up to date with all relevant information including all solicitations (mass and individual), thank you correspondence, and approaches to alumni for priority projects and other mass marketing appeals.
- Any other duties as directed by the Executive Director or Deputy Director of Development, commensurate with the level of this post.

Any reasonable changes to the duties and requirements in the job description which may be necessary to meet the changing needs of the job or to reflect the latest technology or best practice will be discussed and agreed with you at regular reviews.

PERSON SPECIFICATION

Essential Qualities and Experience	Stage of the recruitment process when criteria will be considered:		
	Shortlisting	Practical Exercise	Interview
Educated to degree level or equivalent.	x	x	x
Knowledge of mass market fundraising and/or of soliciting regular gifts.	x		x
Knowledge of donor segmentation, fulfilment and retention, stewardship and reporting.	x		x
Understanding of data protection, electronic and other relevant legislation/guidance and how it applies to mass market fundraising.	x		x
Good interpersonal skills, with the ability to deal professionally with people from all walks of life, establish internal and external networks and the resilience to deal with challenging personalities.	x		x
Excellent time management, tenacity, meticulous attention to detail and the ability to establish priorities and deliver to tight deadlines.	x	x	x
Ability to work on your own, often under pressure, with minimum supervision, but also as a member of	x		x

a team. Willingness to help in all areas of a busy office when needed.			
An excellent command of written and spoken English and an ability to write engaging copy.	x	x	x
Experience of using Raiser's Edge NXT, or a similar relationship management system, as well as Microsoft Office Word, Outlook and Excel.	x		x
Desirable Qualities and Experience	Stage of the recruitment process when criteria will be considered:		
	Shortlisting	Practical Exercise	Interview
Track record of success in mass market fundraising ideally in the Higher Education sector.	x		x
Managing a Telethon calling room or assisting with the supervision of student callers.	x		x
Using mass marketing communications including Online Express or Blackbaud Net Community or a similar package.	x		x
Experience of project managing a Giving Day or Graduation Gift in a charity or education environment.	x		x

EMPLOYMENT DETAILS

Rate of Pay:	£32,000 - £36,000 per annum
Hours:	Full time 36.25 hours per week with an unpaid lunchbreak of $\frac{3}{4}$ of an hour. Additional attendance will be required on some evenings and weekends, particularly for key elements of the role, including phone campaigns and giving days, and at events run and managed by ARDO. TOIL will be given on a 1:1 basis for this role.
Holiday:	25 working days plus eight public holidays.
Probationary period:	Four months.
Contract type:	Permanent.
Pension scheme:	A pension scheme, which complies with the requirements of the Occupational and Personal Pension Schemes Regulations for auto-enrolment, will be available after three months' service. All staff will become members unless they choose to opt out.
Private Health Care:	The College provides free health care currently through membership with Bupa. Membership of a dental care scheme is also available. Staff can join the schemes after successful completion of their probationary period, subject to certain limitations. This is a taxable benefit.
Meals:	Free lunch is provided for staff whose duties cover this period.
Travel:	Though the position is office-based some UK travel will be required. Travel expenses will be reimbursed according to the relevant internal policies. The College cannot provide car parking for all its staff, and many use Park and Ride sites or cycle. There is a tax-free benefit allowing you to spread the cost of a new bike, including either a pedal bike or an e-bike, and equipment for it, over 12 months, maximum limits apply.
Employee Assistance:	The College also provides access to a free and confidential telephone and web-based information and support service that puts staff in touch with caring and professional consultants and counsellors
Gym:	Membership of the College gym is available for a modest fee. Inductions are compulsory. Staff are usually able to participate in any exercise classes run for the benefit of the College community (payment is usually required).
Sports & Social Club:	The Trinity College Staff Sports and Social Club, run by a committee of staff, offer regular outings to places of interest, and organises functions including a Christmas event.