



TRINITY
COLLEGE
CAMBRIDGE

Development Officer (Regular & Legacy Giving)

Candidate Information Pack



From the Director

We are seeking a Development Officer (Regular & Legacy Giving) to support the College's ambitious plans. This is an exciting opportunity to work with a dynamic and well-resourced office planning to launch Trinity's first fundraising campaign and its first Giving Day.

The Development Officer (Regular & Legacy Giving) is responsible for all the College's mass market and legacy fundraising. They should have excellent communication and interpersonal skills, an ability to write engaging copy, and be motivated and enthusiastic about seeking support for projects at Trinity College.

In return for hard work, flexibility and commitment to delivering results, we offer a friendly environment that is committed to supporting the development of staff in their professional careers at all stages.

I do hope that you are as excited about this role as we are, and I look forward to receiving your application.



Bill O'Hearn

Bill O'Hearn
Executive Director of Alumni Relations & Development



Development Officer (Regular & Legacy Giving)

£33,000 to £37,000 plus benefits

Development & Alumni Relations

Trinity College, Cambridge

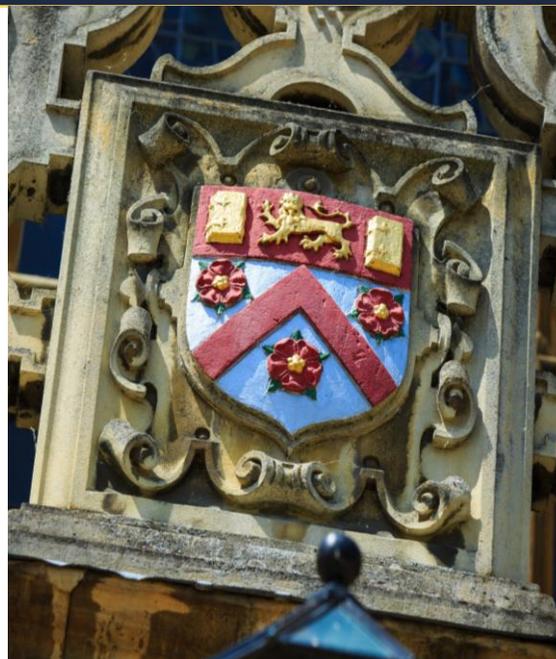


Development at Trinity

Trinity's Alumni Relations and Development Office (ARDO) engages with the College's 15,000 alumni through a range of events, publications and initiatives throughout the year.

Last year Trinity raised over £5 million, from over 2,000 donors, and ran over 50 events in person and virtual. Alumni contributed to projects including student bursaries, access programmes, the Wren Library, the Boat Club and the Ukrainian Relief Fund.

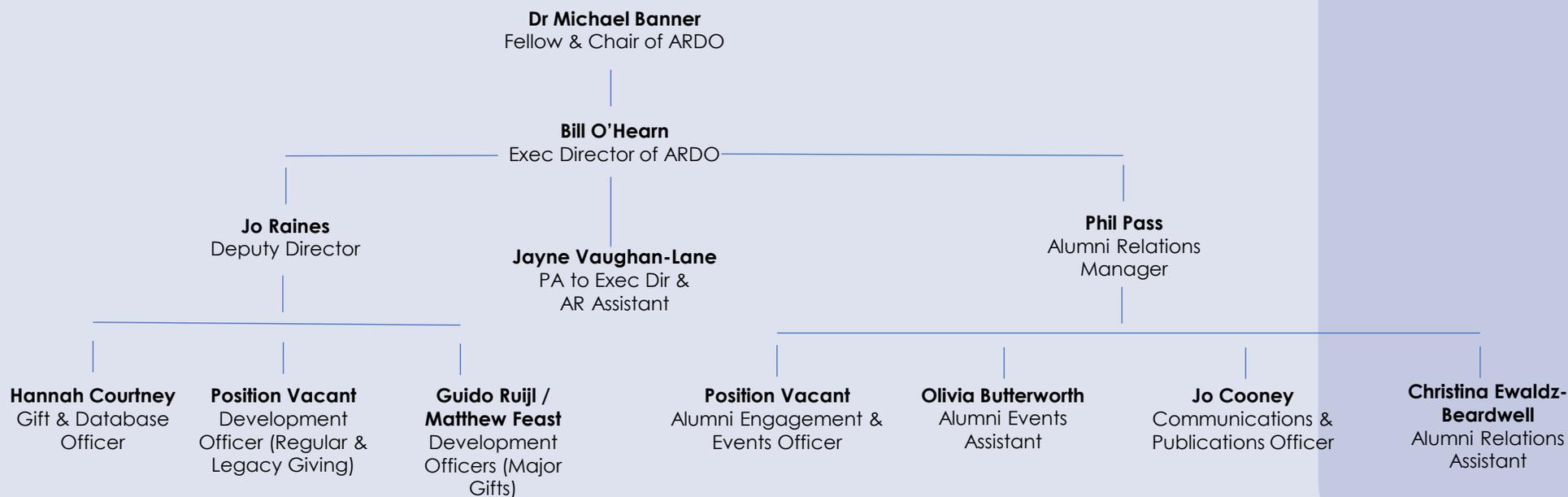
It is an exciting time to join Trinity which is planning its first major fundraising campaign to be launched in 2023 and this is an opportunity to be part of a dynamic office with great potential. In return for hard work and commitment to delivering results, we offer a friendly environment that supports 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 institution.



Key stakeholders and relationships

You will be expected to work closely and build strong and professional working relationships with a wide-range of stakeholders across the College (and wider) community:

- Deputy Director of ARDO (line manager)
- Executive Director of ARDO and team
- Fellow & Chair of Alumni Relations & Development
- College Senior Management & Fellows
- Students, including the Trinity College Students' Union
- Alumni and donors
- College departments, particularly Tutorial, HR, Accommodation
- External suppliers (e.g. Telethon Consultants, mailing houses and designers)



Role & Key Responsibilities

Summary

The Development Officer (Regular & Legacy Giving) is charged with increasing the number of regular gifts to the College through mass market fundraising and legacy programmes. They will also have a portfolio of alumni from whom they are seeking support via face-to-face fundraising.

Key Responsibilities

Strategic planning & projects (20%)

- With the Deputy Director of Development, devise the strategy and develop and set targets for mass solicitations, donor participation, legacies and other key performance indicators.
- Deliver the strategy and plan for all regular, mid-level and legacy solicitations using direct mail, telephone and social media, along with personal asks.
- Provide regular analysis and reporting of regular, mid-level and legacy giving to the ARDO management.
- Liaise and work closely with Cambridge in America to ensure that US alumni receive appropriate solicitations for regular, mid-level and legacy giving.

Telethons and Giving Day (35%)

- Personally plan and manage Telethons and Giving Days including: the recruitment and management of student callers and helpers, call pool selection, segmentation, setting giving levels, call room management, mailing strategy, social media support, thanking donors and liaison with external consultants and College departments.

Stewardship and recognition (10%)

- Manage, extend and enhance membership of the 1546 Society, the Clock Tower Circle, and the Great Court Circle, which recognise support for Trinity.
- With the Deputy Director of Development grow stewardship programmes which engage donors to increase their interest and giving to the College.

Legacies and face-to-face fundraising (25%)

- Investigate giving opportunities with new and regular donors, developing them to become donors of larger gifts, and legacies.
- Develop a legacy programme for the College and keep under review all print and online legacy resources appropriate for Trinity alumni and others.
- Manage a portfolio of potential and existing donors including identifying, cultivating, soliciting and stewarding as necessary. This will include some face-to-face solicitations.

Other duties (10%)

- Keep under review, with the Deputy Director of Development, all data protection and electronic marketing issues (GDPR and PECR) relating to mass market fundraising.
- Respond to all enquiries by post, email, and phone, concerned with regular, mid-level and legacy giving in a timely and professional manner.
- Ensure the Raiser's Edge NXT database is kept up to date with all relevant information and actions including all solicitations (mass and individual), thank you letters and emails.
- Any other duties as directed by the Executive Director or Deputy Director of Development, commensurate with the level of this post.



Person Specifications

Education/Qualifications

- Degree level or equivalent

Experience

- Experience of working in mass marketing/mass market fundraising and/or of soliciting regular and mid-level gifts.
- Background of successful project management, from planning to formation to finalisation, particularly delivering quality on budget.
- Track record of using Raiser's Edge NXT, or a similar relationship management system, as well as Microsoft Office, Word, Outlook and Excel.

Essential skills

- Knowledge of donor segmentation, fulfilment and retention, stewardship and reporting.
- Understanding of data protection, electronic and other relevant legislation/guidance and how it applies to mass market fundraising.
- An excellent command of written and spoken English and an ability to write engaging copy.

Desirable skills

- Track record of success in mass market fundraising ideally in the Higher Education sector.
- Managing a Telethon calling room or assisting with the supervision of student callers.
- Use of Online Express or Blackbaud Net Community or similar bulk communication software.
- Experience of project managing a "Giving Day" in a charity or education environment.

You...

- Self-motivated, tenacious and efficient, with the drive to deliver to tight deadlines as a team member or individually.
- Friendly and courteous demeanour, with the ability to establish internal and external networks and the resilience to deal with challenging personalities.
- Strong on detail and strategy.



Salary & Other Benefits

Salary, Hours & Other:

The salary for this position is £33,000 - £37,000 per annum for five days per week (36.25hrs) with an unpaid 45-minute lunch break.

Usual office hours are expected, but during Telethon and other similar projects some evening and weekend work will be required.

Occasional UK travel may be required (travel expenses reimbursed). This role has a six-month probationary period.

Other benefits:

- 25 working days plus eight public holidays
- Regular opportunities to participate in professional training and development
- Free private health care (currently through membership with Aviva). Membership of a dental care scheme is also available. Both are subject to successful completion of the role's six months probation.
- Free lunch is provided for staff who work over lunchtime.
- A generous pension scheme, available after three months' service. All staff will become members unless they choose to opt out.
- Membership of the College gym and access to most exercise classes are available for a modest fee
- The Trinity College Staff Sports and Social Club, run by a committee of staff, offer regular outings to places of interest, and organises functions.



About Trinity

Trinity College, Cambridge, was founded by Henry VIII in 1546 when he combined two existing colleges (King's Hall and Michaelhouse) and seven hostels (Catherine's, Garratt, Gregory's, Ovyng's, Physwick, St Margaret's, and Tyler's).

Since then Trinity has flourished and grown. Our 180+ Fellows provide world-class and inspiring teaching for around 730 undergraduates and 350 graduates from diverse backgrounds all around the world, supported by the work of 350 non-academic staff.

Trinity exists to give its members a rewarding, richly resourced, and intellectually inspiring setting in which to pursue their education and research and to grow as individuals.

Members of the College go on to a very wide range of professions and careers after taking degrees in all the subjects the University offers. We have a global community of more than 15,000 alumni changing the world with their careers, including scientists, politicians, writers, doctors, film makers, policy-setters, musicians, lawyers and engineers.



Application Process & Contact

Application & Cover Letter
<https://www.trin.cam.ac.uk/vacancies>

Closing date: **Sunday 31 July 2022**

Interview date: **Monday 8 August 2022**
Date will be confirmed with you.

References will be requested in
the event of a job offer.

For further information, or if you have
any queries, please contact
the **HR team** at Trinity:

E: jobvacancies@trin.cam.ac.uk

T: 01223 338 400 (Porters' Lodge)

W: <https://www.trin.cam.ac.uk>

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CB2 1TQ

Registered Charity No: 1137604

Photos by: ARDO, James Appleton,
David Johnson and Ian Olsson

