



TRINITY  
COLLEGE  
CAMBRIDGE

Development Officer (Regular & Legacy Giving)

Candidate Information Pack

## From the Director

Are you looking for a creative opportunity where you can use your experience of marketing and communications to support education? Perhaps you are interested in a position where you can further develop your skills in direct mailing, relationship management, and fundraising? If so, this could be the right job for you.

Leading on Trinity's regular giving and legacy fundraising, you will plan and deliver a varied programme of mailings, telethons, and online giving events. You will use your knowledge and experience in mass-market communications to help drive ambitious plans, which will include the College's first Giving Day, ahead of the launch of Trinity's fundraising campaign in 2023.

We are looking for an excellent communicator, with good people skills, and an ability to write persuasively. The ideal candidate will bring a positive attitude towards change, and will be both motivated and enthusiastic about seeking support for projects at Trinity.

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

If you are interested in an informal chat about the position do not hesitate to contact me on [development.director@trin.cam.ac.uk](mailto:development.director@trin.cam.ac.uk). 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

(part-time and flexible hours considered)

Development & Alumni Relations

Trinity College, Cambridge

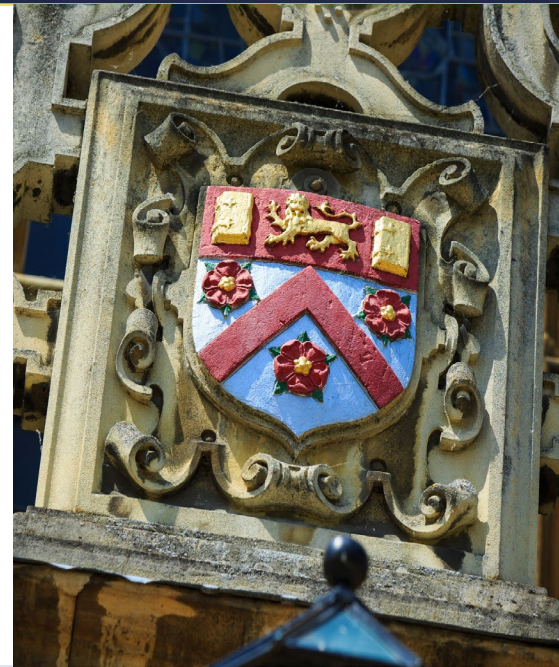


## Development at Trinity

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.

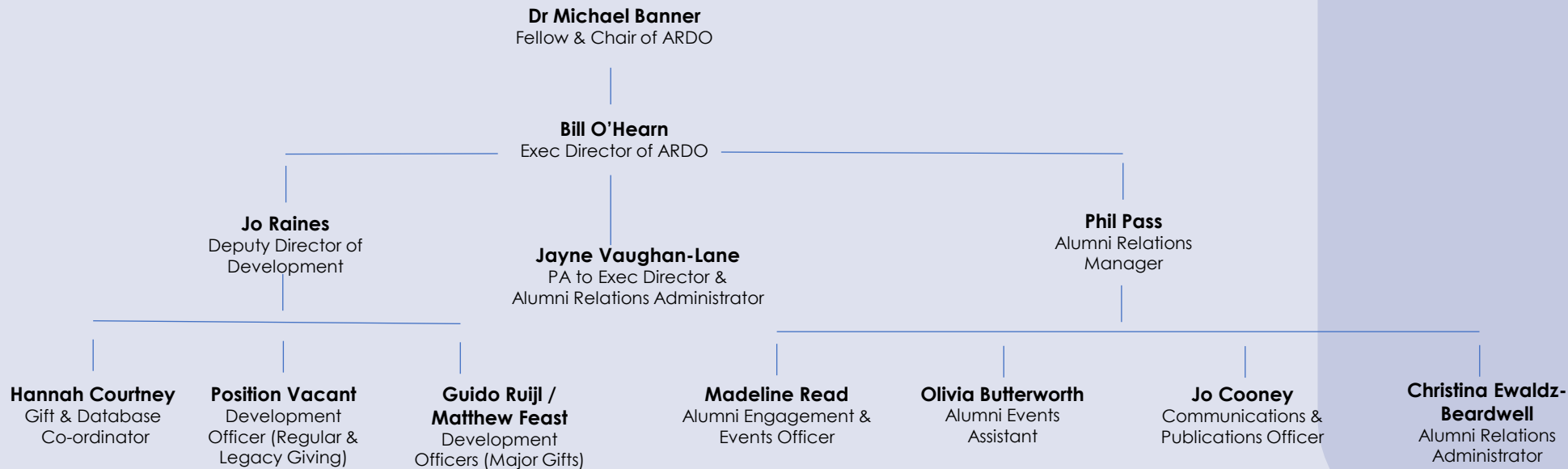
It is an exciting time to join Trinity which is planning its first major fundraising campaign to be launched in 2023 and this is an opportunity to be part of a dynamic office with great potential. We are a lively, international team who graduated from universities from St Andrew's to Bath and beyond. We enjoy our work and, bring a variety of different experience from marketing, fundraising and communications to it. Above all we 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

- Demonstrable experience in direct marketing, fundraising or data analytics (in-house or agency) in a related field including PR, marketing, sales, education in the public or private sector.
- Background in successful project management, from planning to formation to finalisation, particularly delivering quality on budget.
- Track record of using relationship management databases with an ability to analyse data to create successful appeals (mailed, email, online).

### Skills

- Confidence in using MS Office (Word, Excel and PowerPoint), Teams, Zoom and relationship databases,
- Excellent numerical skills, command of written English with the ability to communicate in an engaging, clear and correct manner across different formats.
- Understanding of data protection and other relevant legislation/guidance and how it applies to direct marketing.
- Results driven with an ability to think strategically and with meticulous attention to detail.

### Desirable

- Experience of the education or fundraising sectors is helpful but not essential
- Experience of bulk communication software ideally Online Express or Blackbaud Net Community or similar.
- Experience of multi-channel approaches from direct mail to telethons, online appeals and giving days.

### Personal Qualities

- Self-motivated, tenacious and efficient, with the drive to deliver to tight deadlines as a team member or individually.
- Friendly, diplomatic and courteous demeanour, with the ability to quickly establish internal and external networks.



## 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).

The role has a six-month probationary period.

### ➤ Other benefits:

- 25 working days plus 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.



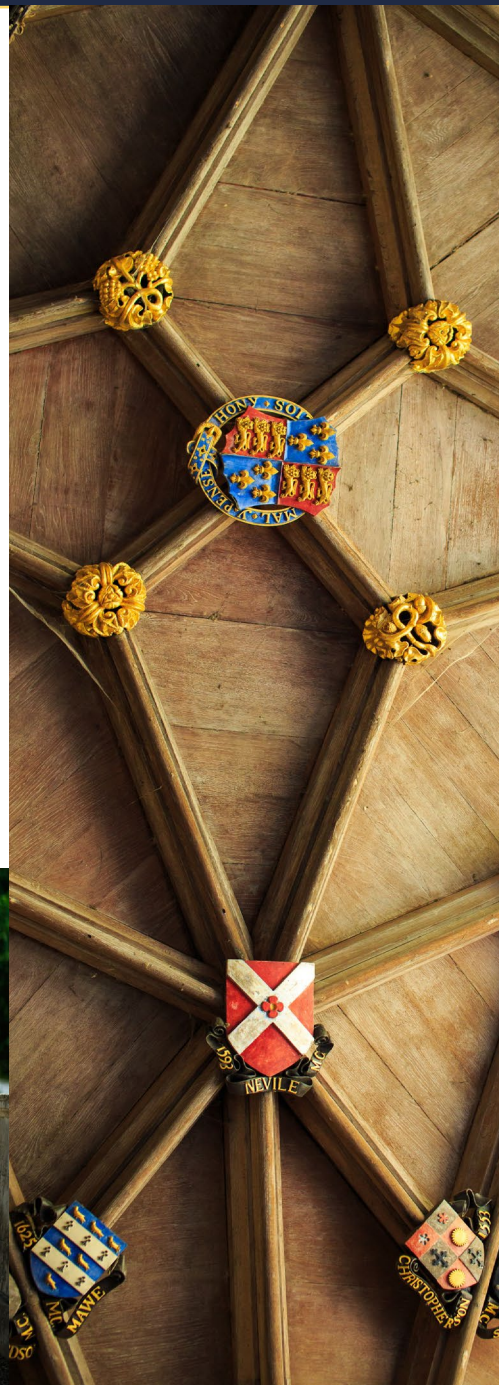
## About Trinity

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: **30 October 2022**

Interviews: **W/C 14 November 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](mailto:jobvacancies@trin.cam.ac.uk)

**T:** 01223 338 400 (Porters' Lodge)

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

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Registered Charity No: 1137604

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

