



Candidate Information

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| Position: | Development Manager (Regular Giving) |
| School/Department: | Development & Alumni Relations Office |
| Reference: | 19/107542 |
| Closing Date: | Monday 24 June 2019 |
| Salary: | £33,199 - £39,610 per annum (potential to progress to £43,266 per annum through sustained exceptional contribution) |
| Anticipated Interview Date: | Wednesday 24 July 2019 |

JOB PURPOSE:

To be responsible for developing a strategy to significantly increase income to Queen's from the regular giving programme and specifically the Queen's Annual Fund and to ensure donor retention levels are maintained and grown. The role will also focus on the development and management of direct mail and email appeals and the management of telephone fundraising appeals.

MAJOR DUTIES:

1. Develop and implement an annual strategy for the regular giving programme, including the Queen's Annual Fund. Duties include: segmentation of the database; tracking and reporting for telephone fundraising, direct mail and electronic appeals; face to face asks relating to the Annual Fund; and line management of the Annual Fund Supervisor.
2. Achieve agreed KPIs and financial targets for the regular giving programme.
3. Develop innovative approaches to attract and maintain new donors and grow the regular giving programme to encourage alumni to commit to a regular donation. Work with the Donor Relations Officer to develop effective stewardship for these donors.
4. Identify new Â£1,000 level regular giving prospects for the Annual Fund and University priorities and carry out follow up face to face fundraising asks.
5. Supervise at least two fundraising telephone appeals per year including the recruitment, training and management of a team of student callers. Oversee the pledge chasing process.
6. Oversee dispersal of Annual Fund income in line with established procedures. Manage and develop relationships with existing Annual Fund donors to retain and increase support.
7. Draft and produce all materials required for appeals, including scripts, support materials, donor emails and thank you letters.
8. Manage and grow the direct mail and email programme to attain agreed targets on income and new donors. Project manage from start to finish a number of direct mail and email appeals each year, working with external providers on occasion and delivering within budget.
9. Ensure effective recording on the Raiserâ€™s Edge database of all donor details in line with GDPR/data protection and generate reports and statistics for regular giving.
10. Develop the Regular Giving and Queenâ€™s Annual Fund pages of the website, including online giving.
11. Explore and recommend/implement, based on best practice, alternative innovative approaches to mass fundraising, including crowd funding.
12. Network with regular giving colleagues in other universities, gathering learnings from the wider sector to bring back to Queenâ€™s.
13. Undertake other duties to support senior colleagues within the Development and Alumni Relations Office as directed by the Assistant Director (Fundraising).

Planning and Organising:

1. Contribute to the departmental planning to meet fundraising objectives.
2. Plan own work over short to medium term in line with departmental/University priorities.
3. Plan own work over medium to long term to ensure agreed targets are achieved.

Resource Management Responsibilities:

1. Line manage the Annual Fund Supervisor.
2. Stewardship of regular giving funds to ensure they are used correctly .
3. Oversee dispersal of the Queen's Annual Fund in line with University procedures.

Internal and External Relationships:

1. Development and Alumni Relations Office: liaise with team members.
2. Wider University - develop relationships with key staff to keep up to date with developments and to assist with the distribution of monies for projects from the Queen's Annual Fund.
3. Work closely with Job Shop in the recruitment of a team of student callers.
4. Students – those in receipt of funding from the Queen's Annual Fund and also current student callers.
5. Individuals who are existing and potential donors to the University.
6. External suppliers, designers and mailing houses on direct mail and telephone appeals.

ESSENTIAL CRITERIA:

1. A primary or higher degree (or equivalent academic qualification).
2. A minimum of 3 years' relevant fundraising experience in the Higher Education or voluntary sectors or a proven track record of income generation in a Marketing or Sales environment.
3. Experience of project management.
4. Proven track record of achieving financial targets.
5. Relevant experience of CRM databases and website management.
6. Computer literacy including Word, Access, Excel and Powerpoint.
7. Demonstrable ability to interpret reports and understand budgets.
8. Exceptional oral and written communication skills.
9. Superior interpersonal skills.
10. Confident and courteous.
11. Demonstrable ability to prioritise and make decisions.
12. Creative thinker; able to think and plan strategically; intuitive; good negotiating skills; able to build effective relationships and to influence at senior level; tactful; empathetic; attention to detail
13. Ability to travel with access to a car or ability to fulfil the mobility requirements of the post.
14. Work irregular hours in accordance with needs of the post.

DESIRABLE CRITERIA:

1. Experience of supervising or training others.
2. Experience of direct mail/email marketing.
3. Competent previous experience of Raiser's Edge database or other fundraising database for direct marketing and analysis purposes.
4. Demonstrable knowledge of crowdfunding.
5. Demonstrable Data protection awareness.
6. Demonstrable understanding of University structures and procedures.
7. Demonstrable interest in fundraising in Higher Education.
8. Demonstrable customer relations skills and understanding.