Job Description

Job Title: Philanthropy Manager
Accountable to: Deputy Director of Development
Accountable for: N/A
Liaison with: Development, Alumni Relations and Communications team, Alumni, Donors, Staff, Fellows, Students, External Consultants.

Overview of the Role

The Philanthropy Manager is responsible for making a significant contribution to key relationships for the College and will play a vital role in raising funds for University College. The main responsibilities of the role include: maximizing income from mid-level supporters, developing and implementing a specific regular giving strategy that includes telethons, giving days, direct mail, digital campaigns and working with alumni volunteers.

Main Duties and Responsibilities

- To build, cultivate and seek support from a portfolio of donor and potential donors to make gifts in the range of £1,000 to £10,000 per year.
- To meet with prospects online, on-site and off-site to engage potential donors and carry out face to face solicitation.
- With support from the Director and Deputy Director, deliver a successful regular giving programme and strategy for Univ with the aim of acquiring new donors, and encouraging increased and ongoing support from our alumni.
- To champion the benefits and advantages of the regular giving programme among internal and external constituencies and, in doing so, enhance and improve the overall culture of support and giving from alumni and friends to the College.
- To plan and manage regular telephone campaigns (to either be run in-house or with external consultants). To include recruiting callers, conducting training, organising calling room shifts/logistics, supervising calling sessions as well as following-up and fulfilment.
- To plan and work with external suppliers to deliver an annual Giving Day appeal.
- To plan and implement other regular giving appeals and initiatives with a view to retaining current donors and acquiring new donors.
• To plan, produce and coordinate direct mail materials such as fundraising brochures, appeal letters, e-appeals, and other relevant documentation (with the assistance of Communications Officer).

• Evaluate the success and effectiveness of each appeal and use new data acquired to improve our approach.

• Managing, with colleagues, gift processing and acknowledgement for all regular donors;

• Chasing outstanding pledges, thanking and renewing lapsed and completed direct debit donations, monitoring payment/reminder activity and producing reports for Development and other committees.

• To have primary responsibility for the thanking and ongoing stewardship for our regular and mid-level donors.

• Assisting with and attending Development/Alumni events throughout the year.

• Working with alumni volunteers including “Young Univ” to help organize events and coordinate fundraising appeals.

• Engaging in other administrative duties as required to support the work of the Development Office.

Any other duties in related areas, which the Director of Development may reasonably expect.
Person Specification

Qualifications, Skills and Experience

**Essential**

- Educated to degree level or equivalent professional experience of fundraising;
- Strong project management and organizational skills with demonstrable experience in the ability to manage a diverse workload;
- A high level of attention to detail and accuracy;
- Motivated by achieving and exceeding targets and the capacity to work to deadlines and under time pressure;
- Experience of fundraising or working in an outward-facing position which has involved working to targets;
- Experience of personally building 1:1 relationships with alumni and asking for gifts;
- The ability to work without supervision and, where necessary, to being pro-active and taking initiative;
- Excellent interpersonal skills and the ability to communicate confidently, effectively and diplomatically with internal and external contacts;
- A high standard of written and spoken English to enable drafting of correspondence, documentation, briefs and reports;
- The ability to work independently and flexibly as a member of a small team;

**Desirable**

- Experience/knowledge of working in a university and/or college environment, or a comparable organization;
- Experience of events organization;
- Knowledge of UK and international tax advantages for making charitable contributions;
- Experience of using a fundraising or relational database (preferably Raiser’s Edge);
- Financially numerate and able to prepare reports using large data sets for various audiences;
- Knowledge of relevant legislation, including tax-efficient giving and Data Protection.