



Robinson College

Development Manager:
Major Gifts

CANDIDATE INFORMATION PACK

CLOSING DATE: 10 JULY 2023

INTERVIEWS: 19 JULY 2023





Dear Prospective Candidate,

Thank you for your interest in the new role of Development Manager: Major Gifts at Robinson College.

It's an exciting time to join the Development team here at Robinson as we gear up for the College's first capital fundraising campaign, in celebration of our 50th anniversary in 2027. The Development Manager: Major Gifts will have the opportunity to help shape the priorities and delivery of that campaign as the College steps into its next half century with confidence.

You will join an expanding team of colleagues, whose roles focus on making our donors feel valued, on curating engaging events and communications for alumni and supporters, and on identifying individuals who have the capacity and inclination to work with Robinson in pursuit of its strategic ambitions. There couldn't be a better moment to join us in a college where everyone can feel at home.

The newest college in collegiate Cambridge, Robinson was founded in 1977 by an entrepreneur who believed in doing things differently. We look and feel different from other colleges; preserving the best Cambridge traditions to build a strong community without adopting those that exclude. We take a contemporary approach to life and study, and achieve excellence by standing and working together.

If you are excited by the idea of contributing to the success of our dynamic community of world class scholars and scholarship, then please apply. We welcome applications from experienced major gift fundraisers, but also from candidates who are career changers from related fields or who are switching from a regular giving role. We are committed to our team's professional growth, and will be happy to support training for those who need it – get in touch if you would like to know more. I look forward to hearing from you.

Best wishes,
Sarah Westwood
Development Director

About Robinson College

The College is a centre of academic excellence with about 400 undergraduates and about 300 postgraduates. Sir Richard Heaton is Warden of the College and there are approximately 90 Fellows and 125 non-academic staff.

Robinson College is the most recent addition to the 31 colleges which make up the University of Cambridge. It owes its foundation to the generosity of Sir David Robinson whose endowment is the largest single gift ever accepted by the University. Planning for the College began in 1973 when trustees were appointed; building started in 1977 and the College moved into its new accommodation in October 1980. Her Majesty The Queen officially opened the College on 29 May 1981.



Reports to: Development Director

Purpose of the job

The Development Manager: Major Gifts will devise and implement effective fundraising strategies to increase philanthropic income from five- and six-figure gifts (£10,000-£250,000). The Development Manager: Major Gifts will manage a pool of existing and prospective major donors for whom they have specific responsibility, in order to acquire, retain and upgrade the maximum possible number of donors to the College, usually via bespoke and personalised means, including events, face to face and telephone solicitations.

SALARY AND CONDITIONS



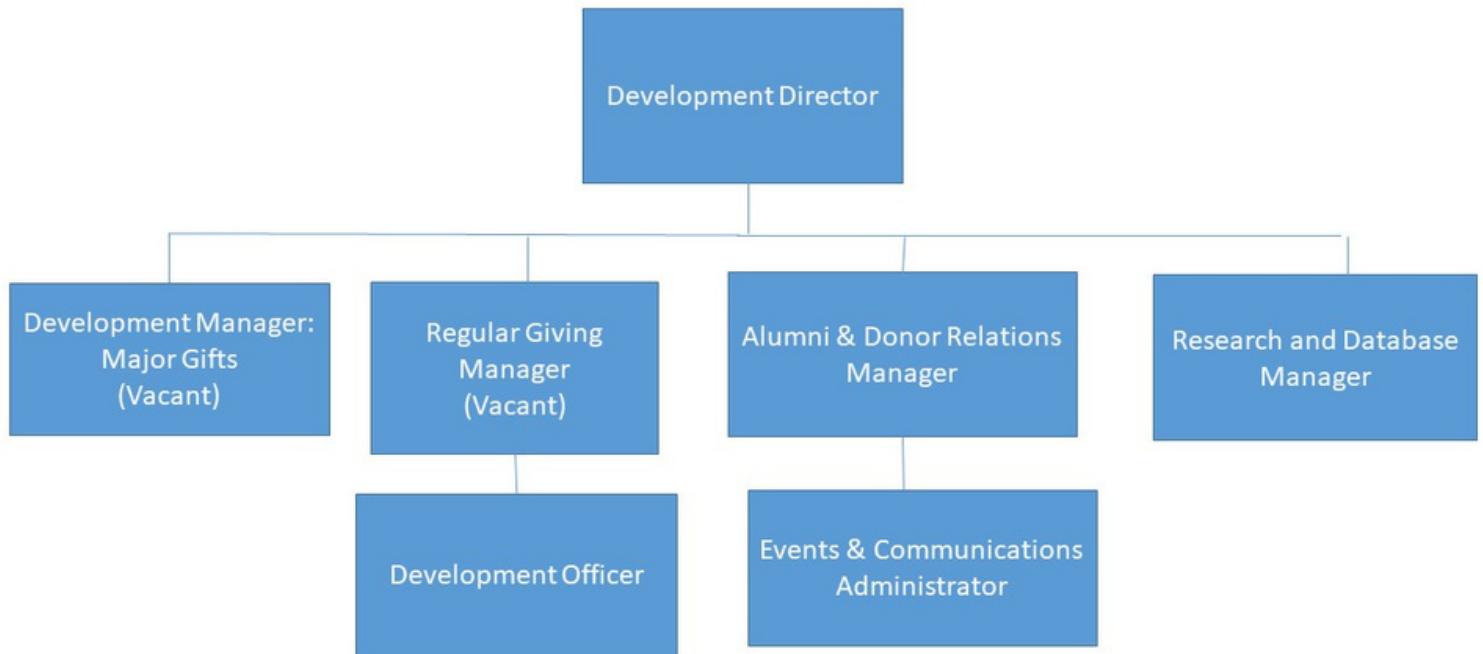
- Full Time, 37 hours per week
- Fixed Term for 2 years, with potential for the role to become permanent
- Salary up to £45,000 dependent on experience.
- 6 month probation period
- 3 month notice period upon completion of probation

COLLEGE BENEFITS

- 25 days annual leave, plus bank holidays (pro rata for part time appointments), increasing with length of service up to an additional 5 days
- Contributory auto-enrolment pension scheme
- Death in service benefit
- Free lunch in College
- Enhanced sick pay after qualifying period
- Enhanced family friendly pay after qualifying period
- Access to a benefits website which provides savings and discounts on a wide variety of purchases, as well as days out, gift cards and other offers
- Cycle to Work scheme
- Training and development opportunities
- Wellbeing support and advice
- Free parking may be available subject to capacity
- Access to University Card with subsidised travel on U bus



Robinson College Development Office





1. Developing and Implementing Fundraising Strategy 10%

- Work closely with the Director and team to develop fundraising priorities and plans for the engagement of major supporters.
- Work with the team to develop compelling cases for support for priority projects and opportunities for dissemination to potential donors.
- In collaboration with the Research & Database Manager develop donor gift charts and paths to success and develop prioritised work plans accordingly.

2. Cultivation of Major Gifts Prospects 40%

- Build and manage relationships, on behalf of the College, with 75 -150 potential major donors i.e. organisations or individuals capable of making gifts between £10,000 and £250,000.
- Make a minimum of 100 personal donor visits per year, participate in events, and communicate by telephone, video call and in writing with prospective donors with a view to assessing their philanthropic interest in the College. Regular travel within London and the UK will be required.
- Develop and implement cultivation/solicitation plans for potential donors, to motivate significant gifts to match College fundraising priorities.
- Present the philanthropic priorities of the College to donors and potential donors, both orally and in writing.
- Develop persuasive and innovative fundraising proposals, 'Case for Support' documents and other fundraising materials as required.
- Working with colleagues in the Development Office, devise and oversee cultivation events involving academic and institutional leaders and prospective donors to motivate greater involvement with the College and to increase the likelihood of major gifts to College priorities.

3. Gift Solicitation and Settlement 20 %

- Solicit and secure major philanthropic gifts from individuals, trusts and foundations and/or corporates as appropriate to meet the College's prioritised funding needs, making around 40 gift solicitations each year to achieve agreed annual revenue targets.
- In collaboration with the Development Office team and academic colleagues, follow up on gift solicitations to ensure closure and satisfactory settlement and recording of major gifts and commitments.
- Ensure that the Raiser's Edge records for all major donors are accurate and up-to-date, including actions, proposals, solicitations and relevant biographical information.



4. Stewardship 20%

- Work closely with Development Office colleagues to develop and oversee implementation of effective stewardship plans so that major donors—including individuals, corporates and trusts and foundations—are fully aware of the impact of their gifts and feel motivated to make further significant gifts to the College.
- In collaboration with the Alumni & Donor Relations Manager, develop persuasive and innovative stewardship reports and other donor communications, as required, including articles about donors and donations in the College's alumni publications in all media.

5. Management 10%

- Maintain a good working knowledge of major giving best practice, including programme strategies and giving vehicles such as gifts of shares and other tax-efficient giving both in the UK and in other countries.
- Ensure that all activities comply with the relevant privacy and any other legislation, as well as Robinson College and University of Cambridge due diligence requirements.





	Essential	Desirable	Means of Assessment
Experience	<ul style="list-style-type: none"> -Proven track record of securing major gifts and/or managing key relationships with the specific donor constituency (high net worth individuals, corporates or trusts & foundations respectively). -Delivering a programme of events -Writing proposals and reports for external funders -Working effectively with colleagues across an organisation, senior volunteers and senior management -Developing plans with clear goals in order to meet agreed targets -Planning and prioritising a number of projects simultaneously 	<ul style="list-style-type: none"> -Experience of fundraising within the higher education sector -Experience of face-to-face fundraising -Experience developing and leading new initiatives in a complex environment -Successful line management experience 	<ul style="list-style-type: none"> -Interview -Written tests -References
SKILLS / KNOWLEDGE / COMPETENCIES:	<p>Fundraising</p> <ul style="list-style-type: none"> -The ability to translate academic concepts into compelling written material suitable for potential donors -Articulate, persuasive and able to understand the College's needs and match them to fundraising opportunities -Excellent interpersonal skills and the ability to communicate effectively to a wide range of individuals -Self-motivated and target driven, with the ability to deliver on objectives without close supervision, managing fundraising projects (e.g. the legacy programme) from strategy to implementation -Numerate and data literate, including in respect of methodologies for effective analysis and presentation of data. -Possess a strong natural drive towards getting into the field; a desire to actively engage with donors and potential donors. 	<ul style="list-style-type: none"> -Knowledge of the Raiser's Edge database -A good understanding of legacy and/or major donor fundraising strategy 	<ul style="list-style-type: none"> -Application -Interview -Presentation -Written test

PERSON SPECIFICATION



	Essential	Desirable	Means of Assessment
QUALIFICATIONS/ TRAINING	Candidates should be qualified to degree level or equivalent.	-Specific training in fundraising in Higher Education -Post graduate qualification	-Application form -Certificates
PERSONAL ATTRIBUTES:	<ul style="list-style-type: none"> -Strategic approach to fundraising with excellent attention to detail -Passionate about fundraising and donor relations, and ability to form strong relationships -Able to respond quickly and perform well under pressure -Demonstrable initiative, creativity and personal responsibility, as well as meticulous attention to detail and consistency -Excellent organisational skills and the proven ability to coordinate a number of projects and tasks with competing deadlines -Able to work in a collaborative way within a team and across an organisation -Commitment to the purpose and ethos of the department/ College -Ability to work occasional evenings and weekend. -Willingness to travel within the UK 		-Interview

HOW TO APPLY

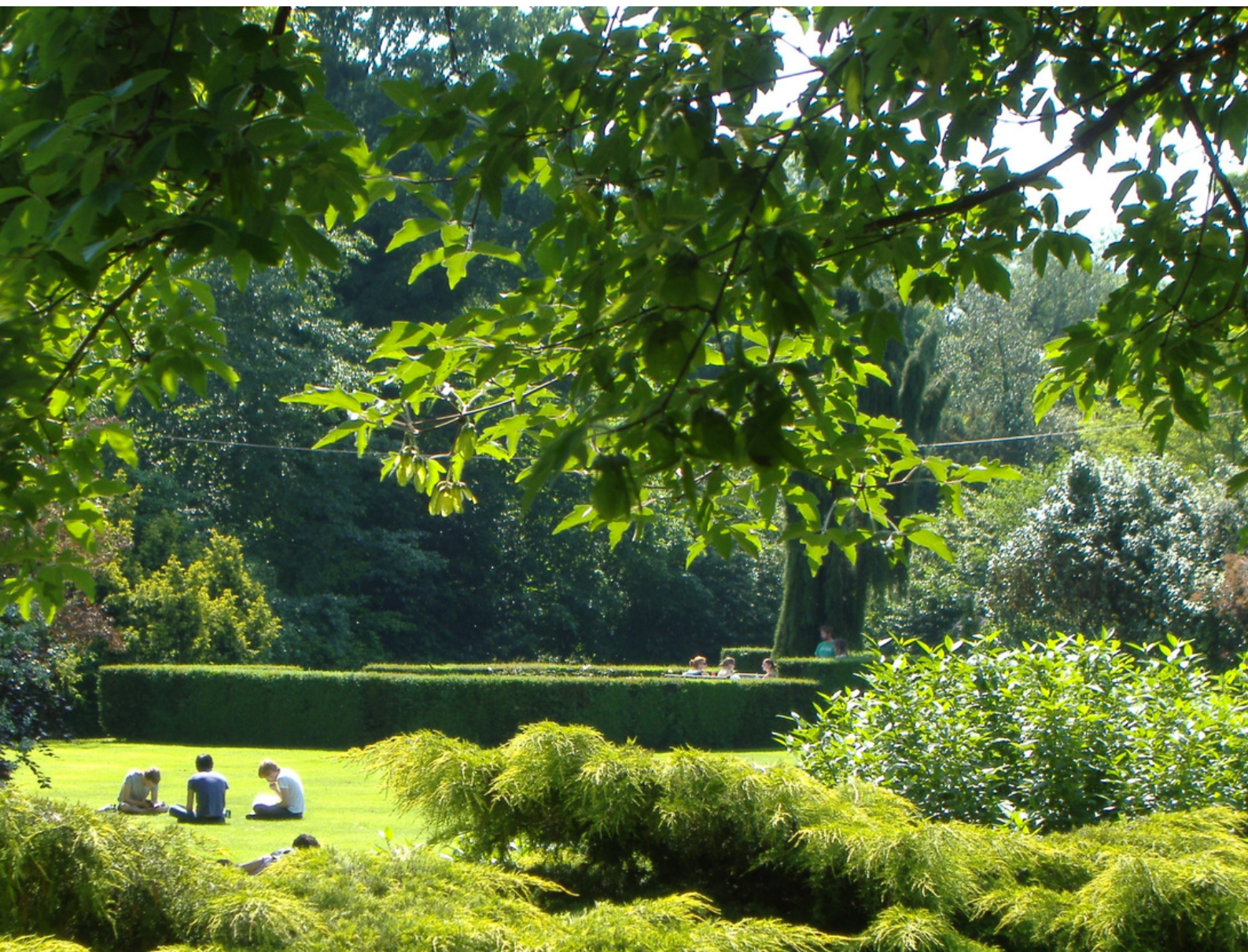


For an informal conversation about the role, please contact Sarah Westwood, Development Director, at: sw344@robinson.cam.ac.uk

To apply, please download and complete an application form and email it together with your CV and a covering letter outlining your suitability for the role, to the HR Team at careers@robinson.cam.ac.uk

The closing date is 9am on Monday 10 July 2023

Interviews will be held week commencing 17 July 2023





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