



Robinson College

Regular Giving Manager

CANDIDATE INFORMATION PACK

CLOSING DATE: 2 OCTOBER 2023

INTERVIEWS: 11 OCTOBER 2023





Dear Prospective Candidate,

Thank you for your interest in Robinson's new Regular Giving Manager position. This candidate pack explains the role and what we're looking for in a candidate. Whether or not you're new to the higher education sector or to Collegiate Cambridge, I hope it will inspire you to develop your career within this context at Robinson.

You will be joining us at an exciting moment, as Robinson makes plans for our 50th anniversary celebrations in 2027, and our first capital fundraising campaign to support our ambitions for the next 50 – 500 years. Robinson is Cambridge's newest college and the first to be founded as co-educational. Our founder was a philanthropist who grew up as one of six children in a Cambridge bicycle shop, and this progressive and unconventional beginning is reflected in the College's present-day ethos and spirit as a dynamic community of world-class scholars where everyone can feel at home.

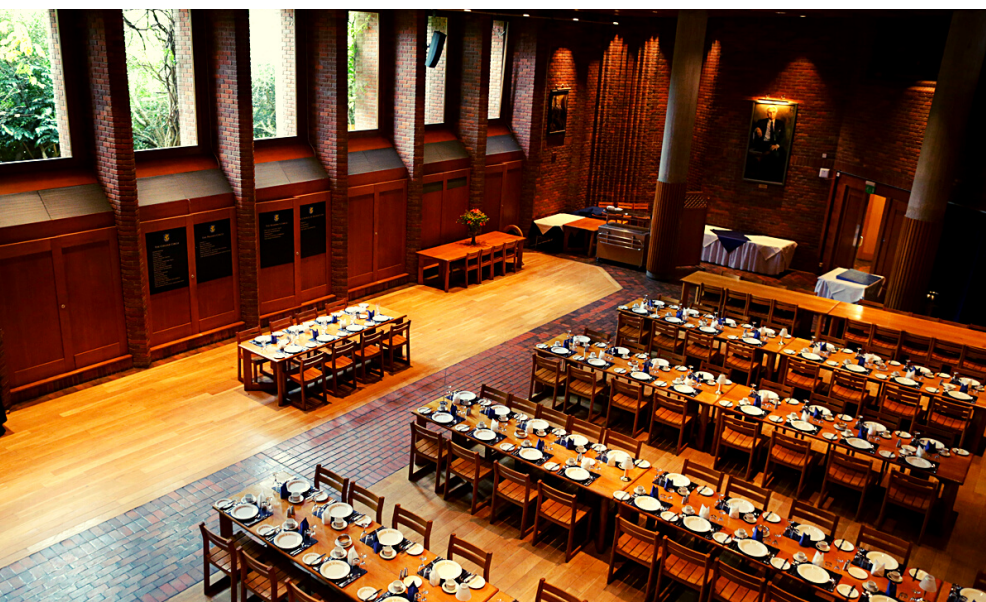
The Regular Giving Manager will lead and develop Robinson's successful regular giving programme. Supported by the Development Officer, they will deliver telephone, print and digital fundraising appeals, promote a legacy giving programme and launch a leadership giving programme, managing a pool of leadership giving prospects to develop a pipeline between our regular and major giving programmes. The role represents a unique combination of fundraising modes, offering real variety to a talented individual, within a multi-disciplinary team of six. We are a friendly, creative group, and we're excited to meet our newest colleague.

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
Responsible for: Development Officer

Purpose of the job

To increase the College's philanthropic income by providing innovative and engaging opportunities for donors to participate in Robinson's development programme and a pathway to increase their giving. Develop, launch and grow a new Leadership Giving programme for potential donors giving between £1,000 and £10,000 per year. The post holder will also focus on long-term income growth through the development of the legacy-giving programme.

SALARY AND CONDITIONS



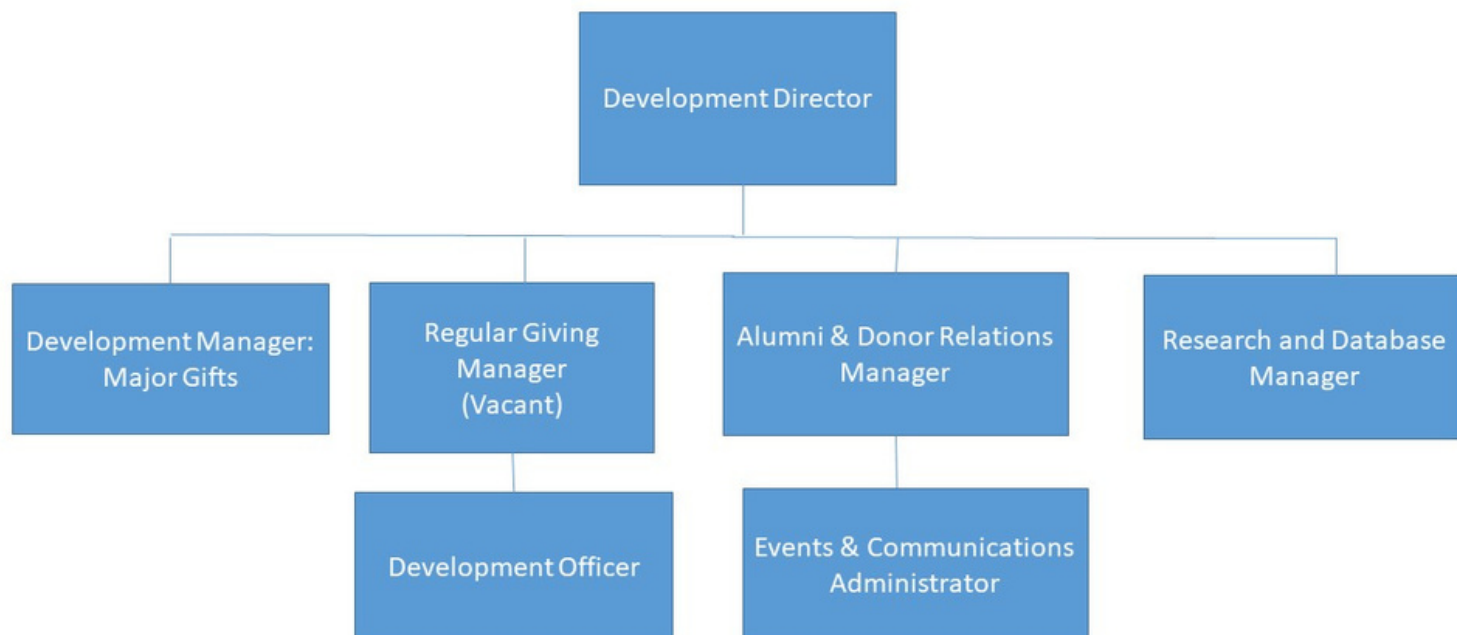
- Full Time, 37 hours per week
- Salary up to £38,000 dependent on experience.
- 6 month probation period
- 3 month notice period upon completion of probation
- Annual leave may not be taken during the preparation and delivery of regular giving vehicles such as the annual telephone campaign or giving day.

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 when the kitchens are open
- 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 Strategy Development 10%

- Develop a regular giving strategy that will continually increase donor engagement, participation and retention. The strategy should include tailored approaches for a range of constituent groups, including current students, alumni, and other supporters. The strategy should be kept under continuous review, and adjusted to reflect performance and the development of new initiatives and/or the identification of new target groups.
- Develop a strategy to increase unrestricted ('Discretionary') income.
- Develop and deliver a strategy to sustainably grow income from gifts of between £1,000 and £10,000.
- Develop a strategy to maintain and increase legacy giving.

2 Fundraising 60%

- Manage a dynamic portfolio of around 30-50 leadership giving donors and potential donors, including cultivation, gift solicitation and appropriate stewardship of these donors, to agreed targets.
- Manage the College's relationships with corporate sponsors, currently supporting student career initiatives, and ensure their expectations as sponsors are met.
- Plan and execute direct mail, email and social media solicitations in accordance with the Regular Giving strategy, including developing content and design, and managing print & postage.
- Manage the delivery of all regular giving vehicles, including the telephone campaign and giving days, as required by the Regular Giving Strategy, with administrative support from the Development Officer.
- Take a leading role in securing income from potential legacy donors, including identifying and cultivating prospects, building relationships with potential legators, their families and executors, overseeing stewardship and managing the receipt and expenditure of realised gifts.
- Meet key progress indicators and targets over the course of the year, which may include number of gifts, number of donors upgraded, total amount raised and more.
- Identify donors who may have the capacity to move to the major gift level (£10,000+), helping transition them smoothly to the Head of Fundraising or the Development Director's portfolio
- Attend alumni relations and fundraising events, providing feedback and suggesting new ideas to ensure fundraising and donor stewardship events are enhanced and supportive of the regular giving programme.
- Working with the Development Officer, ensure that all regular giving content on the College website, social media channels and in all alumni and donor publications is engaging, accurate and up to date. This may include writing and editing features and ensuring content is integrated with other fundraising publications in all formats.



- Work with the Development Officer to ensure that the online giving facilities provide a quick and easy way for donors to give.
- Ensure that all regular and leadership donor activity is recorded accurately on the Raiser's Edge database and in compliance with agreed protocols

3 Stewardship 10%

- Work closely with the Alumni and Donor Relations Manager and other Development Office colleagues in the delivery of effective stewardship plans so that regular and leadership donors are fully aware of the impact of their gifts and feel motivated to make further gifts to the College.
- Ensure that effective stewardship also motivates prospective donors and enhances the College's overall reputation as a worthy and effective recipient of philanthropy.
- Contribute to 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.

4 Reporting 10%

- Collate, analyse and report on the performance of all regular giving appeals against targets and expenditure. The post holder will be required to analyse data, sometimes complex in nature, identifying trends and patterns and recommending future strategy based on findings, presented clearly via a range of graphical formats.

5 Management 10%

- Line manage the Development Officer
- Ensure that all activities comply with the relevant privacy and any other legislation, as well as with Robinson College and University of Cambridge due diligence requirements.
- Develop and maintain a good working knowledge of best practice in regular giving and fundraising, both in Collegiate Cambridge and across the HE sector, including tax-efficient giving both in the UK and in other countries.



PERSON SPECIFICATION



	Essential	Desirable	Means of Assessment
Education & Qualifications (technical, professional, academic qualifications and training required)	<p>Educated to degree level or equivalent</p>		<p>-Application -Certificates</p>
Experience & Knowledge (examples of specific experience and knowledge sought)	<p>Good understanding of fundraising either through working for a charity or in HE</p> <p>Ability to understand the needs and interests of donors in order to develop relationships between them and the College</p> <p>Ability to write inspiring copy for printed and electronic publications</p> <p>Experience of social media communication and creative design in a professional or equivalent voluntary environment</p> <p>Experience of alumni /membership/ relational database</p> <p>IT literate, with high level of expertise in Microsoft Word, Excel, email, databases and other packages (querying/ exporting and analysing data)</p>	<p>Working in university or college environment</p> <p>Experience of working on direct mail and telephone fundraising appeals or devising effective marketing plans in a professional or equivalent voluntary environment</p> <p>Experience of Raiser's Edge</p> <p>Event organisation including experience of working with crowdfunding and giving days</p> <p>Experience of working with students and or alumni</p>	<p>-Application -Interview -Written test</p>

PERSON SPECIFICATION



	Essential	Desirable	Means of Assessment
Competencies & Skills (e.g. effective communication skills, initiative, flexibility, leadership etc)	<p>Excellent written and verbal communication skills and high standards of personal work presentation required to deal effectively with people at all levels including senior College staff, students, donors & alumni volunteers and external suppliers and gain credibility with these constituencies.</p> <p>Ability to work under pressure in a busy office environment while maintaining a calm and friendly manner</p> <p>Ability to lead a team of students in delivering overall fundraising goals</p> <p>Ability to manage projects and work on own initiative, fielding enquiries and handling complex correspondence with confidence.</p> <p>Methodical and careful working practices with meticulous attention to detail including accurate data entry skills</p>	<p>Good working knowledge of compliance, GDPR, PECR and TPS and other legal or compliance issues related to regular giving fundraising</p>	<p>-Application -Interview -Presentation</p>
Other Attributes/Abilities (if applicable)	<p>Flexibility and willingness to work evenings and weekends as a core part of the role</p> <p>A flexible, effective and positive team player, with the commitment and willingness to join in as required</p> <p>Ability to handle confidential material with tact and discretion</p>		<p>-Interview</p>

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 2 October 2023

Interviews will be held on Wednesday 11 October 2023



Photo by Nic Marchant



Robinson College
Grange Road
Cambridge
CB3 9AN

careers@robinson.cam.ac.uk
www.robinson.cam.ac.uk