FURTHER PARTICULARS
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.

Purpose of the job

Reporting to the Development Director, the Alumni & Donor Relations Manager will devise and implement a programme that will foster lifelong mutually beneficial relationships that result in volunteer engagement, goodwill, and philanthropic support from Robinson’s alumni and other stakeholders, providing innovative and enjoyable ways for these groups to engage with Robinson and with each other. The focus of this activity will initially be in the UK but also internationally where we have critical mass of alumni e.g. Hong Kong. The post holder will also be responsible for contributing to the strategic development and implementation of the College’s donor stewardship programme, ensuring that donors feel valued and continue to support the College. As a key part of this role, the post holder will oversee the Development Office’s alumni and supporter communications programme in all formats.

Reports to: Development Director
Responsible for: Events & Communications Administrator

SALARY AND CONDITIONS

- Full time, 37 hours per week
- Permanent
- Salary up to £40,000, depending on experience
- 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 (to be introduced shortly)
- Free lunch in College for qualifying employees
- 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 between Madingley Road Park and Ride or Cambridge Train Station and the College
Thank you for your interest in the role of Alumni & Donor Relations Manager at Robinson College. If you don't know it, Robinson is a modern, outward facing College and our community of students, academics and staff is friendly and unstuffy. Although we value Cambridge’s ancient traditions, we don’t feel bound by them, and as we approach our 50th anniversary we’re in the process of shaping our direction over the next 50 to 500 years. As part of a small but growing Development team, the role of Alumni & Donor Relations Manager will have the opportunity to contribute to that process, shaping a bold and innovative alumni and donor relations programme that generates strong support from our alumni community and deepens our relationships with our donors.

We’d love to hear from candidates with relevant experience of working in a communications, engagement or fundraising environment or for a large membership organisation. Please get in touch if you’re an experienced events managers or communications professional seeking a move towards fundraising, or a mid-career fundraiser wishing to focus on stewardship.

I look forward to hearing from you.

Sarah Westwood  
Development Director and Fellow  
Robinson College, Cambridge
Robinson College Development Office

- Development Director
  - Strategy, major gifts, international, volunteers

- Deputy Development Director
  - Mid-level and major gifts (face-to-face), annual fund

- Gifts and Database Administrator
  - Data inputting and accuracy, gift accounting, general administration

- Alumni & Donor Relations Manager
  - Events (alumni, donor engagement & stewardship), communications

- Events & Communications Administrator
  - Events and comms administration, general administration

- Research and Database Manager
  - Prospect research, database management
About the role
The role of Alumni & Donor Relations Manager will provide an opportunity to contribute to that success by shaping a bold and innovative alumni and donor relations programme, building on the work of previous years to generate strong support from our alumni community and deepen our relationships with our donors. Reporting to the Development Director, the post holder will devise and implement a programme that will foster lifelong mutually beneficial relationships resulting in volunteer engagement, goodwill, and philanthropic support from Robinson's alumni and other stakeholders, providing innovative and enjoyable ways for these groups to engage with Robinson and with each other. The focus of this activity will initially be in the UK but will include an international focus in areas such as Hong Kong where Robinson has a critical mass of alumni.

The post holder will also be responsible for contributing to the strategic development and implementation of the College's donor stewardship programme, delivering outstanding donor experience through tailored stewardship, communications and events, ensuring that donors feel valued and continue to support the College. As a key part of this role, the post holder will oversee the Development Office's alumni and supporter communications programme in all formats. You will work closely with the Development Office team to develop and deliver events for alumni and supporters across the year, and with academics and current students alike to translate complex research and experience-led stories into engaging and accessible content available to use for events, reports and alumni and donor communications. The post holder will also lead the Development Office's contribution to the College's 50th anniversary celebrations in 2027.

About you
We are looking for an outstanding communicator with experience of building and developing relationships through compelling communications, exceptional events and other engagement opportunities. This role would suit candidates with relevant experience of working in a communications, engagement or fundraising environment or for a large membership organisation. Applications are welcomed from experienced events managers or communications professionals seeking a move towards fundraising, or mid-career fundraisers wishing to focus on stewardship.

Although the role will primarily be based on-site in Cambridge, Robinson welcomes applications from those interested in hybrid working, where a proportion of the week is worked remotely.
1. Strategy formulation, 10%

Working with the Development Director, shape bold and innovative strategies that will:

- Maximise the contribution of alumni and other stakeholders, developing and providing a range of opportunities for them to support the College's strategic priorities. This will include a communications programme that will ensure that alumni and other stakeholders are kept fully informed of Robinson's impact on the world and how they can participate in and support the College's strategic priorities.
- Keep donors fully aware of the impact of their gifts and motivated to make further donations to the College. The strategy should also motivate prospective donors and enhance the College's overall reputation as a worthy and effective recipient of philanthropy. This strategy will include a communications programme that will ensure donors are made aware of the impact of their gifts and a package of benefits for donors at all levels.
- Recognise the contributions of those who support the College in non-financial ways, such as through mentoring and other volunteering activities.

2. Volunteer engagement, 5%

Actively create, seek out and support strategically important volunteering opportunities. This includes (but is not limited to):

- Alumni Groups and Group leaders, including year reps
- Alumni Ambassadors
- Alumni mentors for students and other alumni
- Opportunities for alumni to support student recruitment as appropriate, working closely with the Admissions Team

3. Alumni and stakeholder Engagement, 20%

- Working with the Development Team and the Robinson College Alumni Association (Pegasus), devise and manage the delivery of an innovative and engaging programme of events for alumni and other stakeholder groups.
- Deliver tailored engagement strategies for sections of our alumni community. These include, but are not limited to:
  - Young alumni
  - Friends of the College
  - Alumni with young families
  - Alumni entrepreneurs
  - Alumni working in the City of London
- Develop a business case for a web-based alumni networking tool and manage its selection and successful implementation.
- Produce regular and ad hoc reports for the Development Director, including analyses of event participation and attendee feedback.
4. Donor and volunteer stewardship, 35%

- Implement and manage the donor stewardship and recognition programme, working with other colleagues as appropriate, to ensure that all donors, including legators, receive timely, accurate and, if relevant, customised stewardship for their gift and that, where relevant, all information is contained in a written gift agreement.
- As part of the programme deliver a varied programme of events for donors at all levels.
- Implement a volunteer recognition programme.
- Work with colleagues to produce tailored stewardship plans for all major donors, encompassing acknowledgement, recognition, ongoing contact, impact reporting, events, communications, etc., and ensure these are delivered.
- Develop templates for gift acknowledgment letters or other correspondence regarding donations across all gift levels.
- Be responsible, with support from colleagues, for the production of plaques, donor lists and other forms of recognition for major donors.
- Deliver and/or coordinate the production of high-quality impact reports for donors in line with agreements and plans, liaising with relevant colleagues as necessary.
- Produce regular and ad hoc progress reports for the Development Director in relation to stewardship, to assist in prioritising activities and raising the value of current relationships.

5. Communications management, 20%

- Manage the delivery of the alumni and donor communications programme, including publications in all formats and social media. This will include:
  a) Editing and managing the production of the alumni magazine, Bin Brook, and Chairing its Editorial Committee.
  b) Writing and managing the production of the annual donor report.
  c) Writing copy for a monthly email newsletter.
  d) Managing the Development Office's social media platforms, including LinkedIn, Facebook, Twitter and Instagram, including writing content where appropriate.
  e) Managing the Development Office's pages on the College website, including writing content where appropriate.
- Actively seek and implement new ways to communicate with our alumni and supporters in innovative and informative ways.
JOB DESCRIPTION

6. Management, 10%

- Line management of the Events & Communications Administrator, providing clear direction including regular individual meetings and objective setting, development opportunities and coaching.
- Operate a staff appraisal/review system for line reports that is designed to improve performance and develop staff within the objectives of the College. This will include the review of the Events & Communications Administrator’s job description and an assessment of training needs.
- Specify and manage the budget for alumni and donor engagement.
- Develop a strong knowledge of sector best practice and innovation through networking, benchmarking against comparable institutions, identifying and undertaking training and development opportunities, and implement these best practices at Robinson as required.

7. General

- Record essential information accurately on the Raiser’s Edge database.
- Manage own workload, undertaking planning, agreeing priorities and timescales to meet schedules and deadlines in an effective and efficient manner.
- Ensure that all activities comply with the relevant privacy and any other legislation.
- Carry out any other duties as are within the scope, spirit and purpose of the job, as requested by the Development Director.
### PERSON SPECIFICATION

<table>
<thead>
<tr>
<th>QUALIFICATIONS/ TRAINING:</th>
<th>Essential</th>
<th>Desirable</th>
<th>Means of Assessment</th>
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<tbody>
<tr>
<td>Candidates should be qualified to degree level or equivalent.</td>
<td>Specific training in stewardship, alumni relations, writing and editing.</td>
<td>-Application -Certificates</td>
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<tr>
<th>SKILLS / KNOWLEDGE / COMPETENCIES:</th>
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<tr>
<td>Excellent interpersonal skills with an articulate manner, demonstrating sensitivity and diplomacy when required</td>
<td>Knowledge of the Raiser's Edge database</td>
<td>-Application -Interview -Presentation -Written test</td>
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<td>Strong writing skills and the ability to communicate effectively, persuasively and imaginatively</td>
<td>A good understanding of alumni and donor engagement strategies</td>
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<td>Excellent time management skills with the ability to prioritise a complex workload and to work independently with minimum supervision to meet deadlines</td>
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<td>Excellent IT skills with good working knowledge of MS Office products and CRM databases</td>
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<td>Ability to develop new, creative and exciting communications and events that appeal to supporters across age, interest and gift levels</td>
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<td>Good numerical skills, including the ability to interpret and present data to a varied audience and in a variety of formats</td>
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<td>An awareness of privacy legislation and equal opportunities issues in the workplace</td>
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## PERSON SPECIFICATION

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<th><strong>EXPERIENCE:</strong></th>
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<tr>
<td>Relevant experience of working in a Communications, Engagement or Fundraising environment or for a large membership organisation</td>
<td>Experience of working in a philanthropic (ideally Higher Education) fundraising environment / team</td>
<td>Experience of alumni engagement, stewardship and communications within the higher education sector</td>
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<td>Experience of writing engagingly and accurately for a variety of audiences</td>
<td>Experience of managing social media and utilising innovative multimedia content</td>
<td>Experience of delivering a programme of events</td>
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<td>Experience of working as part of a team and of co-operating with individual colleagues</td>
<td>Knowledge of charitable giving in the UK and overseas</td>
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| Experience of developing plans with clear goals, objectives and financial parameters | | -Interview  
-Written tests  
-References |
| Experience of planning and prioritising a number of projects simultaneously | Experience of successfully developing and leading new initiatives in a complex environment |
| Experience of successfully developing and leading new initiatives in a complex environment | | |
| Line management experience | | |

## PERSONAL ATTRIBUTES:

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<tbody>
<tr>
<td>Able to adopt a strategic approach with excellent attention to detail</td>
<td>Passionate about teaching and research in a higher education setting</td>
<td>-Interview</td>
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<td>Able to respond quickly and perform well under pressure.</td>
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<td>Demonstrable initiative, creativity and personal responsibility, as well as consistency and meticulous attention to detail</td>
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<td>Excellent organisational skills and the proven ability to coordinate a number of projects and tasks with competing deadlines</td>
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<td>Ability to work collaboratively within a team and across an organisation</td>
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<td>Ability to work occasional evenings and weekends</td>
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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 an application form and email it completed to the HR Team at careers@robinson.cam.ac.uk.

Please note that if you do not submit a College application form we will be unable to consider your application, thank you.

We will assess applications as they are submitted and reserve the right to close the vacancy when we have received a shortlist of applications that meet the criteria, therefore please do not delay in submitting your application.