ROBINSON COLLEGE
STANDARD OF PERFORMANCE JOB DESCRIPTION

JOB TITLE: Development Manager: Alumni & Donor Relations

RESPONSIBLE TO: Development Director

RESPONSIBLE FOR: Operations Assistant: Events & Communications

MAIN PURPOSE:

Reporting to the Development Director, the Development Manager: Alumni & Donor Relations 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.

KEY AREAS AND STANDARDS OF PERFORMANCE:

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 15%

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

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

3 Alumni and Stakeholder Engagement 15%

- 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, including, but 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, if 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

- 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 newsletter, *Bin Brook*, and Chairing its Editorial Committee.
  b) Writing and managing the production of the annual donor report
  c) Writing the copy for a regular email newsletter
  d) Managing the Development Office’s social media platforms, including LinkedIn, Facebook, Twitter and Instagram
- Actively seek and implement new ways to communicate with our alumni and supporters in innovative and informative ways.

6 Management

- Line management of the Operations Assistant: Events & Communications providing clear direction including regular individual meetings and objective setting, development opportunities and coaching.
- Periodically review job descriptions and assess training needs
- Operate a staff appraisal/review system for line reports that is designed to improve performance and develop staff within the objectives of the College.
- 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 where appropriate implement these best practices at Robinson.
• 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.

TERMS AND CONDITIONS:

• The post is full time, 37 hours per week.
• The notice period is three months
## PERSON SPECIFICATION:

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<tr>
<th>ATTRIBUTES</th>
<th>ESSENTIAL</th>
<th>DESIRABLE</th>
<th>MEANS OF ASSESSMENT</th>
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<tbody>
<tr>
<td><strong>SKILLS / KNOWLEDGE / COMPETENCIES:</strong></td>
<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</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 engagement strategies</td>
<td>Interview</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>Presentation</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>Written test</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>Excellent organisation skills</td>
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<td>Precise attention to detail</td>
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<td>Training in principles of fundraising</td>
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**EXPERIENCE:**
- Demonstrable experience in a broadly similar role
- Experience of writing engagingly and accurately for a variety of audiences
- Experience of working in a philanthropic (ideally Higher Education) fundraising environment / team
- Knowledge of charitable giving in the UK and overseas
- Experience of working as part of a team and of co-operating with individual colleagues
- Experience of developing plans with clear goals, objectives and financial parameters
- Experience of planning and prioritising a number of projects simultaneously
- Experience of implementing new systems with line manager
- Experience of delivering a programme of events

| -Experience of alumni engagement, stewardship and communications within the higher education sector |
| -Experience of developing and leading new initiatives in a complex environment |
| -Line management experience |
| -Experience of managing social media and utilising innovative multimedia content |

**QUALIFICATIONS/TRAINING:**
- Candidates should be qualified to degree level or equivalent.
- Specific training in stewardship, alumni relations, writing and editing in a Higher Education

| -Interview |
| -Written tests |
| -References |

| -Application |
| -Certificates |
| PERSONAL ATTRIBUTES: | - Able to adopt a strategic approach with excellent attention to detail  
|                     | - Passionate about fundraising and donor relations  
|                     | - 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 | Interview |