



# JOB AND PERSON DESCRIPTION

**DARWIN COLLEGE**  
CAMBRIDGE - CB3 9EU

## JOB DESCRIPTION

<b>Job title:</b>	Fundraising Manager 1.0 fte
<b>Department:</b>	Development Office
<b>Job purpose:</b>	Responsible for the implementation and delivery of an innovative regular giving strategy, which aims to increase donor participation, as well as the value of philanthropic income to the annual fundraising programme.

<b>Specific duties:</b>	<p><b>Strategy and planning (30%)</b></p> <ul style="list-style-type: none"><li>• Develop a comprehensive strategy (with the support of the Director of Development) for a programme of multi-channel regular giving fundraising to include (but not limited to): telephone fundraising, direct mail, marketing for legacy giving and a giving day</li><li>• Set targets for relevant key performance indicators (eg recruitment and retention of donors) and monitor progress against these</li><li>• Keep up to date on innovative regular giving practice and competitor activity – adapt learnings and recommend appropriate testing</li><li>• Research and develop new regular giving fundraising opportunities and areas of potential support including online and offline campaigns</li></ul> <p><b>Delivery and management (60%)</b></p> <ul style="list-style-type: none"><li>• Create annual plans to ensure timely delivery of activity, coordinating with other College activity and fundraising as needed</li><li>• Develop communication plans and activity to create social media engagement for regular giving activity, to increase the number of donors and levels of philanthropic income</li><li>• Prepare compelling written or video content to solicit donations, liaising where necessary with other staff, Fellows, alumni and students</li><li>• Manage and deliver all aspects of telephone campaigns, working with external consultants if used, including recruiting student callers and developing/supporting their training</li><li>• Identify appropriate audiences for each fundraising activity. Ensure data is segmented in a sophisticated way to maximise fundraising results</li></ul> <p><b>Donor Relations (10%)</b></p> <ul style="list-style-type: none"><li>• Contribute to the implementation of a donor stewardship strategy</li><li>• Support colleagues with data to contribute to an annual benchmarking report</li></ul>
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<b>Works with:</b>	<ul style="list-style-type: none"><li>• Development Office team</li><li>• Other Heads of Department</li><li>• Darwin College Society</li><li>• Alumni</li><li>• Cambridge in America</li><li>• University Development &amp; Alumni Relations Office</li></ul>
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Reports to:	• Development Director
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## PERSON DESCRIPTION

	Essential:
Experience/knowledge	<ul style="list-style-type: none"><li>• Experience of developing and delivering regular giving activity such as telephone campaigns, direct mail</li><li>• Experience of working with a fundraising database and analysing data</li><li>• Knowledge of the GDPR (and other relevant legislation) and how this relates to fundraising</li><li>• Experience of administration within a fundraising team in a charity</li></ul>
	<ul style="list-style-type: none"><li>• Ability to contribute positively to the work of a team.</li><li>• Ability to manage own time effectively including responding to changing priorities</li><li>• Ability to work to deadlines</li><li>• Ability to pay close attention to detail</li><li>• Numerate and confident with basic financial information</li><li>• Ability to show initiative</li><li>• Good communication and interpersonal skills</li><li>• Tact, discretion, and adaptability</li></ul>
Special requirements:	<ul style="list-style-type: none"><li>• <i>Able to work occasionally outside normal office hours and attend events both in Cambridge and elsewhere as needed.</i></li></ul>

## REVIEW

*These job and person descriptions are non-contractual*

Current incumbent:	
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Reviewed by Head of Department:

Signature: N/A

Name: N/A

Date: N/A

Seen by Bursar:

Date: