



GIRTON COLLEGE

University of Cambridge

Job Description

Development Officer (Annual Fund & Events)

Reports to:	The Development Director
Job Purpose:	To develop and manage fundraising initiatives including the annual telethon, digital fundraising, and new forms of mass lower level giving and stewardship. To organise some Development Office events.

Role Duties and Responsibilities:

Annual Fund

- Develop and work to an Annual Fund Strategy with income targets for developing engagement and giving from individual donors.
- Oversee all aspects of the day-to-day management of the annual telethon, under the supervision of the Development Director or designate. In particular, liaise with any external consultants, manage the detailed planning of the telethon and co-ordinate with colleagues as appropriate, recruit student callers, develop marketing materials including an Annual Fund Leaflet, oversee calling sessions, draft follow up letters and ensure that all funds are efficiently collected and donors thanked appropriately.
- Develop and organise an annual 'Giving Day' combining multi-media approaches to include a dedicated online platform, social media, e-appeals and films.
- Develop and manage other forms of giving to Annual Fund donors and prospective donors, to include direct mail, e-appeals and other forms of digital fundraising when appropriate.
- Participate in the quarterly and annual reporting on annual fund figures for Development Strategy Committee.

- Write and design an annual e-impact report for Annual Fund donors in conjunction with the Development Director.

Events

- Manage the organisation of some of the Development Office events and other events as agreed with the Development Director including events for the cultivation and stewardship of donors in the College and in the UK in conjunction with the Development Director or designate i.e. Benefactors Garden Party, Law and Finance Networking Event.
- Participate in a selection of events and review event feedback and formats regularly, making suggestions and implementing agreed improvements as appropriate.
- Participate in agreed College meetings and committees i.e. People's Portraits committee and the weekly diary meeting

Administration

- Maintain donor records on the College's fundraising database (Raisers Edge), in paper files and electronically on the shared drive, and taking a sensitive approach to confidential material.
- Write relevant articles on the Annual Fund and Events for Development publications and for the website.

General

- Work on occasional projects as directed by the Development Director.
- The post holder will be required to work in accordance with College policies and procedures.
- The post holder will be expected to participate in training designed to minimise occupational risks. This may include manual handling training, safe use of Display Screen Equipment, PREVENT, GDPR and other data protection training and Health & Safety training as advised.
- This job description may be subject to change, following consultation between the appropriate College Officers and the post holder.

DEVELOPMENT OFFICER (ANNUAL FUND AND EVENTS)

Person Specification

Short-listing will be based on the following specification, which candidates should bear in mind when preparing their application and completing the application form to ensure that their application and suitability reflects the essential requirements of the role.

Attributes	Essential	Desirable
Qualifications	Education to NVQ qualification level 3 essential. Good standard of educational attainment.	Degree or equivalent
Knowledge and Experience	<ul style="list-style-type: none"> • Knowledge of events management ideally obtained in a fundraising environment; • Experience of working in a fundraising or PR/marketing environment OR in an office environment with fundraising experience and willingness to adapt skills • Able to demonstrate a good grasp of modern office administrative procedures and awareness of opportunities to apply new technology • Highly IT literate and either already familiar with the Raisers Edge database or likely to attain competence in a short time 	<p>Knowledge of Higher Education fundraising</p> <p>Experience of Telethon marketing campaigns</p>
Skills and Abilities	<ul style="list-style-type: none"> • Demonstrable word processing/spreadsheet management skills • Excellent written and verbal communication skills • Aptitude for team working, within and across departments • Evidence of both excellent numeracy and literacy • Attention to detail • Ability to maintain confidentiality of information • Knowledge and understanding of GDPR – or ability to acquire such knowledge – and willingness to be bound by it 	
Other	<ul style="list-style-type: none"> • Wholly sympathetic to the fundraising environment and recognising the importance of fundraising in Higher Education 	

As an employer, we care for and look after our employees, ensuring fair and equal treatment. Any necessary adjustments will be considered to the above in keeping with the requirements of the Equality Act 2010.