



GIRTON COLLEGE
UNIVERSITY OF CAMBRIDGE

ANNUAL GIVING MANAGER

CANDIDATE PACK

WELCOME



Thank you for your interest in joining Girton College as our next Annual Giving Manager.

Girton is an institution defined by purpose and progress. Founded to widen access to higher education and to challenge convention, we continue to place academic excellence, inclusion, and ambition at the heart of our mission. Today, philanthropy

and alumni engagement are central to sustaining and advancing that mission – enabling us to support students, invest in teaching and research, and respond ambitiously to the challenges and opportunities of the future.

This is a pivotal moment for Girton. We are building momentum and preparing for a major philanthropic campaign that will shape the College for generations to come. A strong, inclusive culture of giving is at the heart of this ambition. A culture that values participation, long-term relationships, and meaningful engagement with our global alumni community. Annual giving plays a vital role in this journey, often representing the first step in a lifelong relationship with the College.

The Annual Giving Manager will be a key contributor to this next phase of development. Working closely

with colleagues across Philanthropy and Alumni Engagement, the wider College, our students, and our alumni worldwide, the postholder will help to design and deliver a creative, impactful, and data-informed annual giving programme that builds participation, deepens engagement, and strengthens the pipeline for future support.

We are seeking someone with vision, energy, and a collaborative spirit – someone who is excited by the opportunity to help shape a programme with real momentum and purpose. In return, Girton offers a supportive and ambitious environment, where ideas are encouraged, relationships matter, and your work will make a lasting difference.

I hope this pack gives you a strong sense of both the opportunity and the aspiration that define this

role. I very much look forward to welcoming the successful candidate to Girton and to working together as we prepare for this important next chapter.

With warmest wishes,

A handwritten signature in white ink, appearing to read 'Magdalena Douleva', with a stylized flourish at the end.

Magdalena Douleva
Director of Philanthropy and
Alumni Engagement, Fellow

GIRTON COLLEGE

Since its foundation in 1869, Girton College has led the way in educational empowerment. The College was founded as the UK's first residential institution for the higher education of women and was part of an unstoppable global movement for full participation of women in political, professional, and scholarly life. Girton has been fully mixed since 1979 and remains an inclusive, diverse, and supportive community that strives for excellence. The College has a long history of working to open access to a world-class education for under-represented communities.

Today, Girton is a relaxed, friendly, and close-knit College set in 50 acres of greenbelt and providing a stimulating environment for its

students, staff, and Fellows. The College offers a holistic educational experience that combines academic rigour with a vibrant social scene as well as excellent welfare provision. It has some 140 Fellows in all, around 100 of whom are fully involved in day-to-day governance, teaching, and research. In addition, more than 135 administrative and operational staff ensure the smooth running of Girton's buildings, services, and its estate. Currently, the student community comprises more than 900 students, including 360 postgraduates.



THE ROLE

Girton College is seeking an enthusiastic and results-driven Annual Giving Manager to lead and execute its dynamic and ambitious annual fundraising programme. The role will focus particularly on coordinating key fundraising initiatives such as annual appeals, giving days, class gift appeals, and telethons, with the aim of engaging alumni and friends in supporting the College's mission.

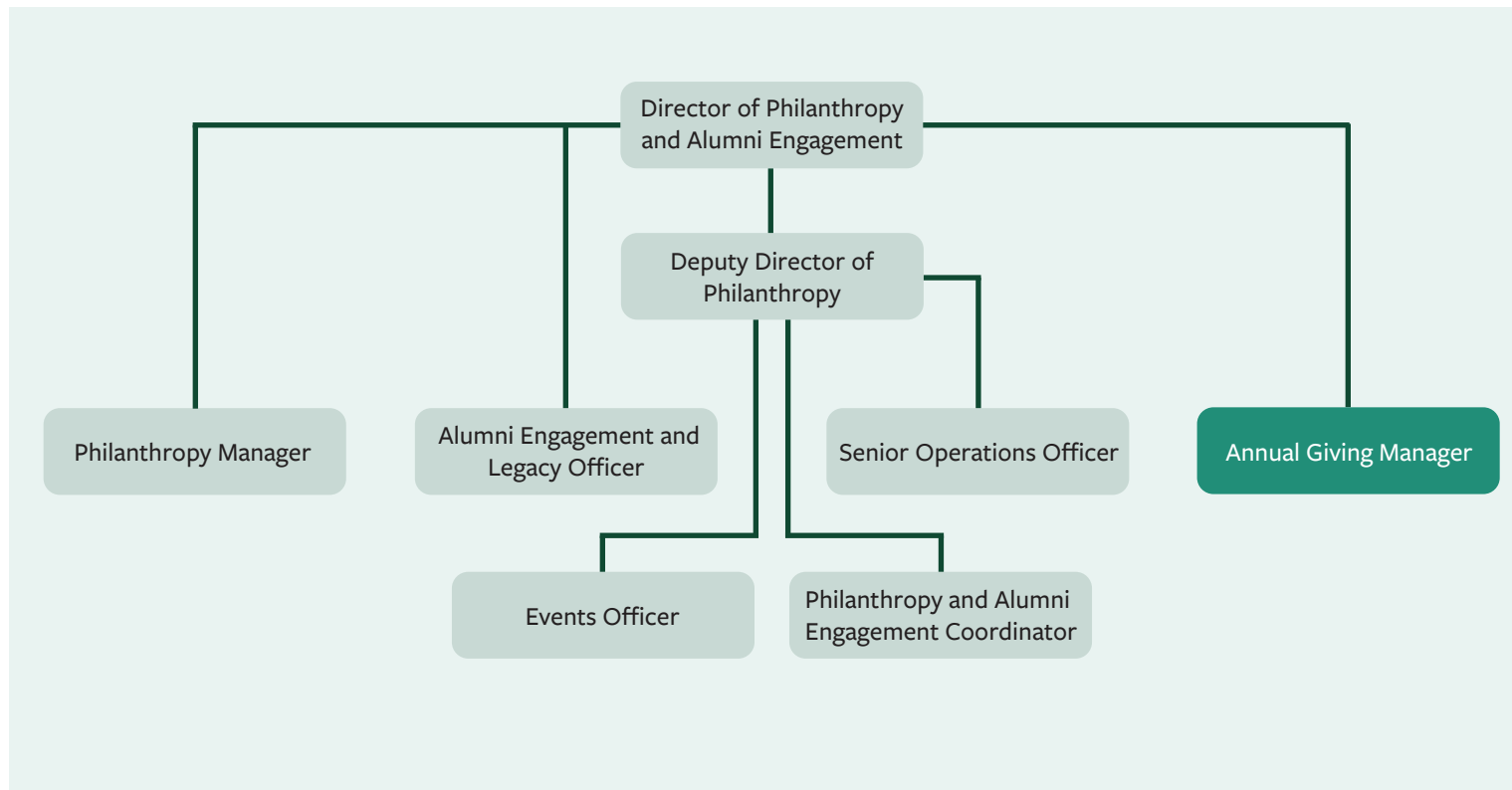
The successful candidate will be adept at using a variety of fundraising and engagement approaches, including digital and face-to-face donor engagement, to build strong, lasting relationships and drive the growth and impact of the College's annual giving programme.

The Annual Giving Manager will report to the Director of Philanthropy and Alumni

Engagement and work closely with colleagues across the Philanthropy and Alumni team and the College, (e.g. Student Services, Communications, JCR, and MCR) to create and implement a sector-leading programme that maximises engagement, participation, and giving from across the College's alumni and other key stakeholders.

The postholder will be required to work in accordance with the College's policies and procedures and will be expected to participate in relevant training.

This job description may be subject to change, following consultation between the line manager and the postholder.



KEY RESPONSIBILITIES

ANNUAL APPEALS - Develop and implement the College's annual fund appeals, targeting alumni and friends. Design and execute targeted campaigns, including direct mail, email, and digital outreach, to increase donor participation and income.

GIVING DAYS - Lead the planning and execution of the College's Giving Days, ensuring these events are well promoted, engaging, and successful.

CLASS GIFT APPEALS - Conduct class gift appeals, working with reunion committees and alumni groups to set and achieve class-specific fundraising objectives and secure matching gifts.

TELETHONS - Oversee the organisation and execution of telethons, working closely with external suppliers, student callers, volunteers, and telethon teams to secure gifts, build relationships, and ensure effective donor stewardship. Analyse performance and recommend improvements for future campaigns.

FACE-TO-FACE ENGAGEMENT & FUNDRAISING - Take an active role in relationship cultivation and stewardship of a small annual

giving portfolio through in-person meetings, events, and one-on-one engagement. Identify and approach prospective donors, building relationships and encouraging larger and more impactful gifts.

CAMPAIGN STRATEGY & EXECUTION - Collaborate with the Director of Philanthropy and Alumni Engagement to help shape and develop both longer term and annual engagement and fundraising strategies and goals, ensuring alignment with the broader objectives of the College and delivering a step change in giving and engagement through a sector-leading and sustainable programme. Regularly assess campaign performance and adjust tactics to optimise results.

COMMUNICATIONS & COPY WRITING - Work closely with other team members, including the Communications team, and draft and lead on the preparation of relevant annual giving materials, such as fundraising appeals, thank you letters, and stewardship reports.

DONOR CULTIVATION & STEWARDSHIP - Ensure annual giving prospects and donors are thanked and recognised appropriately and kept engaged through a programme of communications and events. Help design and execute a programme of engagement for young alumni.

EVENT MANAGEMENT - Collaborate with colleagues on donor events and initiatives, including Giving Day events, class reunions, telethon outreach, and stewardship events. As appropriate, oversee/contribute to volunteer coordination and donor engagement efforts at relevant events.

DATA MANAGEMENT & REPORTING - Ensure accurate and up-to-date records of prospect and donor interactions, campaign results, and giving history. Produce regular reports for the Director of Philanthropy and Alumni Engagement and key College for a and committees offering insights into the performance of appeals, telethons, and other annual fundraising initiatives.

COLLABORATION - Work closely with colleagues across the College's Development and other teams, including major gifts, alumni relations, events, communications, and operations to ensure an integrated and cohesive approach and donor journeys.

BUDGET MANAGEMENT - In consultation with the Director of Development, manage the budget for the annual giving programme, ensuring that resources are allocated effectively to maximise fundraising outcomes. Report on financial progress and ROI for fundraising campaigns.

INNOVATION & SECTOR KNOWLEDGE - In consultation with the Director of Development, manage the budget for the annual giving programme, ensuring that resources are allocated effectively to maximise fundraising outcomes. Report on financial progress and ROI for fundraising campaigns.

ACT AS AN AMBASSADOR FOR PHILANTHROPY & ALUMNI activities within the College, highlighting the importance of the annual giving programme to the College's strategic aims.

PERSON SPECIFICATION

ESSENTIAL

Experience

- » Proven experience in managing annual appeals and campaigns, including direct mail, digital fundraising, telethons, and giving days, particularly in a university/ College context.
- » Hands-on experience with face-to-face fundraising, including donor cultivation, stewardship, in-person meetings, and events.

Campaign Management Expertise

- » Strong understanding of how to design and execute successful fundraising campaigns, including Giving Days, class gifts, and telethons, from strategy to execution.
- » A proven record of working to and achieving agreed targets and outcomes.
- » Excellent project management skills and experience in managing fundraising projects with multiple stakeholders and tight timelines.

Written and Oral Communication Skills

- » Excellent written and oral communication skills, with the ability to craft compelling fundraising appeals, fundraising copy, tailor messaging to different audiences, and maintain productive donor communications.

Relationship Management

- » Proven ability to cultivate, ask, and steward donors, with a focus on building long-term relationships.
- » Exceptional interpersonal skills, with experience engaging with alumni, donors, and volunteers at various levels.

Experience with Digital Fundraising

- » Knowledge of digital fundraising platforms and strategies (e.g. online giving, crowdfunding, and social media campaigns) to complement traditional fundraising efforts.

Event Management

- » Strong organisational skills, with experience in managing fundraising events, such as telethons, class reunions, or Giving Days.

Data and Analytical Skills

- » Proficiency in using fundraising/ CRM databases (e.g., Raiser's Edge, NXT, Salesforce) and experience with donor segmentation, analysis, and reporting.
- » Strong IT skills including data analysis using Excel, Access, Tableau or similar.
- » Ability to evaluate campaign performance using key metrics and adjust strategies accordingly.

Team Player

- » Collaborative and flexible approach, with a demonstrated ability to work well in a dynamic, fast-paced environment.

Attention to Detail

- » Meticulous attention to detail, especially when managing donor communications, campaign materials, and reporting.

Self-management

- » Self-motivation and the ability to work on own initiative and maintain a drive for success.
- » Ability to solve problems creatively and tackle challenges with enthusiasm and pragmatism.

Qualifications

- » Educated to a degree level or equivalent
- » Evidence of further study or relevant professional training and ongoing professional development

DESIRABLE

Experience in University / College Fundraising

- » Familiarity with fundraising strategies and techniques used in Oxbridge Colleges or similar environments, including an understanding of the alumni community and its characteristics.

Qualifications

- » A professional qualification in a related area (fundraising, marketing, etc.)

TERMS & CONDITIONS

LOCATION

Girton College,
Huntingdon Road,
Cambridge, CB3 0JG

SALARY

Based on experience, salary range
£41,065 – £48,822, which are points
44 – 50 on the University single pay
spine.

REPORTS

Reports into the Director
of Philanthropy and Alumni
Engagement.

HOURS OF WORK

The post is full-time, 35 hours
per week, requiring a dedicated
candidate who will work such
hours as are necessary to fulfil
the responsibilities of the post.
Flexibility will be required including
working some evenings and
weekends for attendance at events.
Specific additional hours worked at
weekends or full weekday evenings
will normally only qualify for TOIL if
agreed in advance and are in line with
operational requirements.

EQUALITY

If you have a disability, then please
tell us if there are any reasonable
adjustments that we can make to
help you in your application, or with
our recruitment process.

BENEFITS

We offer 34 days annual leave
(includes Bank Holidays), as well as:

- » Life Assurance 3x Annual salary
- » Employee Assistance Programme
- » Workplace Pension
- » Health Cash Plan (MediCash)
- » Cycle to Work Scheme
- » Electric Car Scheme
- » Gym & swimming pool
- » Free Staff lunch & refreshments
- » Staff discount to hold private
events in College
- » Training and development
opportunities
- » Local discounts via the University
- » Access to a Holiday Play scheme
- » Agile working

Some of the above are
non-contractual.



HOW TO APPLY

To apply for this role, please send a covering letter and a CV addressed to the Director of Development and Alumni Engagement to recruitment@girton.cam.ac.uk

The deadline for applications is close of business on Monday 19 January 2026.

Interviews will be held during the weeks of 26 January and 2 February 2026.



GIRTON COLLEGE IS AN EQUAL OPPORTUNITIES EMPLOYER.

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.



www.girton.cam.ac.uk



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