Interim Development Manager (Major Gifts) maternity cover - Girton College Cambridge – Job Description – March 2020

Girton College, University of Cambridge

Development Manager (Major Gifts)
Reports to: Development Director
Location: Cambridge, UK, with travel and out of working hours required
Salary: £42,036 + benefits
Contract: Fixed-term maternity cover
Full time: 35 hours per week

ROLE DESCRIPTION

As the interim Development Manager (Major Gifts) you will join an ambitious Alumni Relations and Development team where you will have responsibility for a portfolio of around 100 to 120 mid-level donors and for identifying and approaching new potential donors.

You will be responsible for securing predominantly 5 and some 6 figure gifts, introducing donors and potential donors to our current fundraising campaign, A Great Campaign. While primarily an endowment campaign, there is scope within the campaign to raise funds for specific areas of College life. Current and prospective donors will generally be in the Greater London area and across the UK, and travel will be required.

You will work with the Development Director to encourage new and existing donors to make their first mid-level (5 figure) gift to the College, and to discuss where appropriate the importance of leaving a legacy to the College. You will be provided with a pool of prospective donors to approach face-to-face and will be expected to work to schedule as efficiently as possible. The Major Gifts income stream is a relatively new one, and the interim Development Manager (Major Gifts) provides an important link between our Annual Giving programme and the Principal Gifts work being undertaken by the Development Director and the Mistress.

The maternity cover is expected to be at least 12 months, and after this time the successful candidate will have:

- Met agreed activity and income targets;
- Developed and implemented successful prospect cultivation strategies and solicitation plans for both current and potential major donors at the 5 and 6 figure gift level;
- Working with the Prospect Researcher, have successfully identified prospective major donors and implemented a cultivation and contact strategy for new prospects;
- Working with the Prospect Researcher, have successfully identified prospective legators at the major donor level and implemented a strategy for approaches to them.
- Contributed to the development and implementation of a stewardship programme to cultivate, develop and re-engage major donor and major legator relationships;
- Become competent in presenting Girton’s fundraising campaign and the priorities within it;
- Demonstrated a flexible and ‘can-do’ approach in all elements of daily work;
- Become a strong, successful and respected member of the team, operating with integrity in all relationships.
Main Responsibilities

Donor and Legator Prospect Identification and Solicitation

- Initiate and build effective long-term relationships with individuals who have the capacity to give at 5 or 6 figure gifts either through a major gift or a Gift in their Will;
- Develop a cultivation strategy for engaging potential major donors and legators;
- Represent Girton to senior volunteers and supporters.

Income Generation and Reporting

- Define and achieve income received targets set by the Director;
- Define and achieve pledges of future Gifts in Wills targets set by the Director;
- Participate in the monthly, quarterly and annual reporting on income and pledges of future legacies (managed centrally by the Development Officer);
- Keep your line manager and colleagues closely informed regarding prospective and current donors and legators in order to ensure co-ordination and maximise potential income.

Stewardship

- Steward donor relationships in a strategic and creative manner in order to develop and enrich long term personal relationships between the donor and Girton;
- Maximise funds raised from current donor relationships by identifying further opportunities to solicit support including additional personal gifts and, where appropriate, pledges of future legacies, working with colleagues to develop these opportunities;
- Participate in and attend events for Girton as required;
- In conjunction with the Development Director, implement and maintain appropriate donor acknowledgment for major donors.

Project Management

- Manage timely reporting to major donors and legators according to their criteria, interests and expectations;
- Represent donors’ interests and requirements to Girton where defined and agreed, ensuring commitment to the delivery of appropriate and approved recognition.

Capturing Donor and Potential Donor Information

- Maintain donor, legator and prospect records on the College’s fundraising database (Raiser’s Edge), in paper files and electronically on the shared drive, capturing and sharing relevant donor, legator and prospect information and taking a sensitive approach to confidential material, working to agreed protocols.

Other duties as required

- Execute other tasks within the team as necessary and within established performance standards and office routines, e.g. database inputting and data protection guidelines;
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- Adhere to all relevant Girton and University of Cambridge policies;
- Participate in relevant meetings, contributing to strategy, discussions and decisions to achieve the acquisition of new donors and volunteers.
- The role will require after hours work and UK travel.
- Any other duties appropriate to the role as requested by the Development Director

PERSON SPECIFICATION

The successful candidate will be expected to demonstrate evidence of the following skills, capabilities and experience:

Experience and Knowledge

Essential

- Evidence of performance gained within a results-orientated environment such as fundraising, sales, or marketing (gained in full time, part time or voluntary roles), including experience of recruiting new major donors or generating new business.
- Experience of developing and maintaining one-to-one relationships with high net worth individuals or the equivalent in a corporate setting.
- Experience of developing and delivering fundraising strategies (e.g. prospect solicitation plans) for five and six-figure prospects or equivalent client/business development strategies;
- Knowledge of stewardship best practice and implementation;
- Knowledge of UK Higher Education System and a strong belief in the importance of educational opportunities, coupled with an awareness of the issues that they face and an acceptance of the importance of the diversification of their funding base;
- Educated to degree level;
- IT literate.

Desirable

- Fundraising/business development experience gained in the education sector.
- Experience of soliciting or managing Gifts in Wills gained in a charitable or professional setting
- Experience of using Raiser’s Edge database or comparable CRM

Skills and Abilities

Fundraising

- An ability to build rapport with individuals and build relationships;
- A broad understanding of the different methods of charitable giving;
- The ability to construct a solicitation strategy, including Gifts in Wills;
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- Personal confidence, independence and determination to succeed as an individual and as part of a team.

Strategic thinking & perspective

- Proven ability for strategic, creative and lateral thinking;
- Capacity for synthesis - finding and summarising information on a wide range of topics to tight deadlines.

Communication

- Ability to deal with situations with a high degree of sensitivity, tact and diplomacy;
- Outstanding verbal and written communication skills;
- An empathy with and understanding of the worlds of business and academia;
- Strong negotiation skills and the ability to persuade and influence with diplomacy and sensitivity;
- Ability to 'read' verbal and non-verbal cues and to tailor the tone and message in a manner that is appropriate to the audience;
- The ability to represent the College with confidence, diplomacy and authority.

General

- Confident, well presented with accomplished social skills and the ability to gain confidence from a wide variety of individuals;
- The desire to raise money for Girton College through the practical application of recognised techniques;
- Strong sense of professional integrity;
- Credible, sincere and honest;
- Enthusiastic, target-driven and motivated to raise money;
- A 'can do' attitude with the ability to work under pressure and effectively prioritise a varied and diverse workload;
- The desire to support colleagues in the achievement of their individual and the collective goals, and to celebrate others' successes positively as one's own;
- The ability to work with initiative, to take decisions and think creatively and laterally;
- The ability to work calmly, effectively and with a sense of humour, both in a team and independently and to remain cheerful in times of pressure.