



Sidney Sussex College
University of Cambridge

DEVELOPMENT MANAGER

(REGULAR GIVING AND YOUNG ALUMNI PROGRAMME)



SIDNEY SUSSEX COLLEGE

Sidney was founded on St Valentine's Day in 1596 as a result of a generous bequest from Lady Frances Sidney, Countess of Sussex, and was named in her honour. The College has flourished in the years since the 16th century, in large part through the involvement and generosity of its alumni and wider circle of friends.

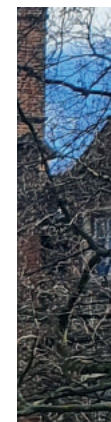
Located in the heart of the historic city of Cambridge, Sidney Sussex College was founded in 1596 and is the youngest of Cambridge's "old colleges". We are proud of our 425 year history and are eager to meet the challenges of our time. The College is home to a mutually supportive community of Fellows, students, and support staff who work together to sustain a vibrant living and learning experience for all. The College's charitable purpose is to promote education and research. It is a centre of academic excellence and actively fosters intellectual curiosity, engaged debate, and research across the entire academic community. The College's ambition is to enable all its students to fulfil their

academic potential and to flourish as individuals in doing so. We believe that to be as open and inclusive as possible is crucial to achieving these objectives.

Sidney is led by the Master, Professor Martin Burton, and has some 80 Fellows, over 100 assistant staff, and around 630 undergraduate and postgraduate students. The College is a registered charity and the administration of the College is the responsibility of the College Council as trustees of the charity. The College has supported an active alumni and development programme for many years, and has approximately 7,500 alumni and friends for whom the Development

and Alumni Relations Office (DARO) organises events and reunions. The College's major donors are recognised by the Master's Circle and other tiers, which combined have over 140 members, and its legacy programme is supported by the Lady Frances Sidney Circle.

The DARO comprises a team of six full-time equivalents overall: the Development Director, the Deputy Development Director, the Development Manager, the Alumni Relations Manager, the Database and Gifts Manager, the Research and Database Officer and the Development Assistant.



JOB DESCRIPTION

REGULAR GIVING



- ⌚ Continue to develop and oversee the regular giving programme, and all affiliated campaigns (such as Telethons, Giving Days etc), which seeks to generate a minimum of £500,000 per annum in unrestricted funding, increasing participation among the alumni and community base year-on-year.
- ⌚ Manage the campaigns and appeals including working with consultants, segmenting and extracting data, drafting letters, recruiting students, liaising with other members of staff, tracking pledges and stewardship.
- ⌚ Identify, solicit and secure any match funding required to support regular giving activities.
- ⌚ Through identification and relationship development via a target number of meetings, contribute to the team's major gift and legacy prospecting and pipeline building.
- ⌚ Secure support with a particular focus on those in the region of £1,000-£10,000, managing a pipeline of prospects capable of making a gift at this level and undertaking face-to-face asks.
- ⌚ Manage and connect with those who have outstanding pledges, and who are lapsed and single donors.

- ⌚ Analyse and interpret a range of data to assess performance and effectiveness, provide strategic insight, and ensure appropriate acquisition and retention levels.
- ⌚ Develop, with the Director, a five-year regular giving strategy that focuses on acquisition and retention, and increasing participation rates across targeted countries, ages, and subjects (among other segmentations).
- ⌚ Maintain up to date knowledge and understanding of current legislation impacting regular giving and stewardship, marketing and operations, such as Gift Aid, GDPR and fundraising regulation, and ensure operational compliance.
- ⌚ With the Database and Gifts Manager, ensure that gifts are recorded accurately on the database and that there is regular streamlined communication with Finance.

COMMUNICATIONS, MARKETING & EVENTS



- ⌚ Lead, plan and oversee, in collaboration with the Alumni Relations Manager, the creation and production of fundraising and marketing materials to support multi-channel fundraising and the most appropriate stewardship experience for different groups of donors.

- ⌚ Copywrite and schedule engaging fundraising communications for email, direct mail, social media, and online.
- ⌚ Produce the annual Impact Report for the donor community, and bespoke reports for major donors.
- ⌚ Collate stories and reports from students and donors to include in campaign communications.
- ⌚ Oversight of content and proposal assets for the team, and collate and draft bespoke proposals for major donors.
- ⌚ Take the lead on organising community stewardship events and, with the Alumni Relations Manager, organise events designed to raise funds for specific campaigns and projects.
- ⌚ Ensure all information on digital platforms is correct and updated.

YOUNG ALUMNI PROGRAMME



- ⌚ Continue to run and develop a student and young alumni programme that offers opportunities for networking and mentoring.
- ⌚ Create effective and engaging campaigns to encourage low-level giving among recent graduates.
- ⌚ Work with the JCR and MCR to identify new fundraising projects, and encourage the student body to become engaged and active ambassadors for Development.

- ⌚ Manage a yearly Leavers campaign with a view to enriching data and future engagement.
- ⌚ Streamline, transform and organise graduation and MA ceremonies, maximising opportunities to promote Development and Alumni Relations activity.

OTHER



- ⌚ Report progress on a regular basis to the Development Director
- ⌚ Ensure comprehensive record-keeping and reporting of all substantive alumni contact on the database.
- ⌚ Comply with College data protection and information security policies and ensure processes and communications conform to College GDPR requirements
- ⌚ Regular liaison and integration with CUDAR's regular giving team, and across other colleges.
- ⌚ Attend events and represent the College in Cambridge and elsewhere in the UK, in a way which effectively promotes the College and enhances its reputation.
- ⌚ Take part in the College's appraisal scheme and to undertake training as required.
- ⌚ Be responsible for your own health and safety in the workplace.
- ⌚ Undertake any other reasonable request or duties commensurate with your post.

PERSON SPECIFICATION

SKILLS AND EXPERIENCE

ESSENTIAL



- ⦿ Motivated, creative, and proactive, with a willingness to work to mutually agreed upon targets.
- ⦿ Good general level of education, including a degree or equivalent.
- ⦿ Experience in the charitable sector in a fundraising or marketing/communications role, or of working in sales.
- ⦿ Experience of events organisation and/or project management.
- ⦿ Confidence to work without supervision, and to work flexibly as a member of a small team.
- ⦿ Excellent communication skills, both oral and written.
- ⦿ Outstanding level of attention to detail and accuracy, and ability to deal with confidential matters and act with discretion.
- ⦿ Ability to manage a diverse workload, and to work to deadlines.

- ⦿ Ability to think strategically, innovatively and entrepreneurially.
- ⦿ Flexibility in working practices – the post holder will be required to attend some evening/weekend events (for which TOIL or redistribution of hours may be pre-agreed).
- ⦿ Readiness to work within the structure and traditions of the College and the University, and a willingness to contribute to the College's unique community.
- ⦿ Strong analytical and IT skills.

DESIRABLE



- ⦿ Experience of working in higher education.
- ⦿ Experience of working in a small, busy team.
- ⦿ Experience of using a fundraising or other CRM database, and ability to extract and manipulate data.



TERMS AND CONDITIONS

LOCATION



Sidney Sussex College
Sidney Street,
Cambridge CB2 3HU

For exceptional candidates, partial remote work and flexibility can be considered.

SALARY



Salary range £32,332 - £44,263, which are points 37-48 on the University single pay spine. Salary progression within this range is discretionary.

REPORTS TO



Development Director.

HOURS OF WORK



The post is full-time, 37.5 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.

ANNUAL LEAVE



33 days annual leave including public holidays.

EQUALITY



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

PENSION



Membership of the USS contributory pension scheme (current contribution rates are 6.1% by the Employee and 14.5% by the College as the Employer).

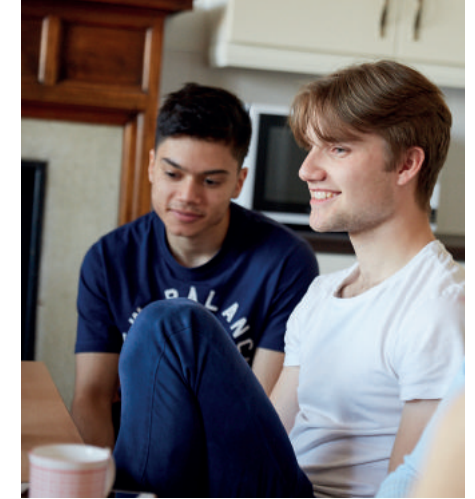


ADDITIONAL BENEFITS



- Free meals in the College servery when open whilst on duty.
- Agile working policy.
- Family friendly policies in place.
- Generous sick pay for employees out of probation.
- Subsidised gym on site, plus access to University Sports Centre at subsidised rates.
- Cycle to Work Scheme.
- Free flu vaccination.
- Use of College Library.
- Long Service Award (ten, twenty, thirty and forty years).
- Local discounts using University of [Cambridge card](#).
- Training and development opportunities.

All subject to eligibility and availability. Full details available on request.





Sidney Sussex College

University of Cambridge

Sidney Sussex College
Cambridge
CB2 3HU
www.sid.cam.ac.uk



Registered Charity No. 1137586



Registered with
**FUNDRAISING
REGULATOR**

Cover image by Sarah Hall Photography