Job Description

<table>
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<tr>
<th>Job Title: Fundraising Officer</th>
<th>Post holder:</th>
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<tbody>
<tr>
<td>Reporting To: Development Director</td>
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The main purpose of role is to raise funds for the College from a variety of sources
The Fundraising Officer will:
- Work closely with the Development Director to build on the success of the current regular giving programme including implementing and managing the biennial telephone campaign
- Research and make grant applications to Trusts and Foundations
- Cultivate and solicit a portfolio of regular, mid-range prospects, freeing up the Development Director who will focus on High Net Worth individuals
- Assist the President and Development Director in the planning of the proposed major fundraising campaign
- Assume responsibility for the corporate partners programme
- Play an important part in ensuring the Development Office works effectively to support the mission, aims and objectives of the College and its strategic plan

<table>
<thead>
<tr>
<th>Main Responsibilities &amp; Duties:</th>
<th>Standards of Performance/Results:</th>
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<tbody>
<tr>
<td>Assist the President and Development Director in the implementation and running of a new major fundraising campaign.</td>
<td>Take responsibility of areas of campaign as agreed in advance. Deliver project in line with desired targets and within budget.</td>
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<td>In collaboration with the Development Director, develop the Colleges’ regular giving strategies including planning and managing all aspects of the biennial Telephone Fundraising Campaign. Work with external suppliers on compliance with data protection regulations, call pool selection, software needs, solicitation levels, processing and call room management.</td>
<td>Maintain the current level of activity and introduce new and innovate elements where appropriate. Manage and deliver annual fund mailings and telephone campaigns as required, at a minimum of one each alternate year. Achieve agreed annual financial targets and an annual increase in participation rates.</td>
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<tr>
<td>Help to create, plan and deliver fundraising programmes for alumnae and friends including annual fundraising initiatives.</td>
<td>Work alongside the Development Director to achieve targets and develop new fundraising initiatives</td>
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<td>Help identify prospective new donors and existing donors who might increase their support and investigate new and innovative engagement opportunities.</td>
<td>Research, qualify and cultivate new donors. Effectively steward existing donors.</td>
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<td>Conduct research on Trusts and Foundations and make applications for grants and awards</td>
<td>Make successful applications to at least three new Trusts &amp; Foundations per year</td>
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<td>Assist the Development Director in working with colleagues in the College, with CUDAR (the University’s Development and Alumni Relations office) on joint fundraising initiatives</td>
<td>Secure new sources of donations</td>
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<td>Work with corporates with whom we have an existing relationship and develop new partnerships with corporate partners</td>
<td>Create two new income streams from corporates and strengthen existing relationships</td>
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<td>Develop and manage all aspects of new fundraising opportunities for specific projects, including graduand giving, online giving, the Boat Club Appeal. Set up donations pages on the website and send targeted communications to solicit donations.</td>
<td>Assess strategies and draw up and implement fundraising plans</td>
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<td>To take responsibility for the design and produce a variety of print and online marketing materials for use in stewardship, and future appeals, including: Donor report materials Telephone campaign brochures Collateral for the new fundraising campaign</td>
<td>Draft and design fundraising materials</td>
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<tr>
<td>Assist the Development Director with cultivation and solicitation of donors (particularly mid-level donors) and assist with the preparation of gift proposals and agreements</td>
<td>Solicit donations from a portfolio of donors</td>
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<td>Work with the Events Officer in developing and managing a sustainable programme of high quality events for supporters and potential supporters</td>
<td>Increase event participation in line with annually agreed targets</td>
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<td>Work closely with Cambridge in America on fundraising initiatives in the USA</td>
<td>Review international trends and maintain relationships as appropriate</td>
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<td>Manage development systems and programmes used in the Development Office including: Raiser’s Edge Gift processing systems, including Donor Debit, BT Mydonate and Facebook</td>
<td>Keep up to date with system changes and ensure competence in all areas of the Development Office</td>
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<td>Deputise for the Development Director</td>
<td>As and when required and appropriate</td>
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<td>Remain abreast of all new developments in regular giving, gift aid management and data protection procedures.</td>
<td>Comply with relevant legislation, Institute of Fundraising Guidelines and the requirements of the College’s Auditors</td>
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The above is not an exhaustive list of duties. The post-holder may be asked to take on different tasks as required and all employees are expected to work collaboratively to support the overall work of the College.

**Scope/size of role (budgets, people, etc):**

Coordination of volunteers helping with events and mailings.

**Significant internal/external relationships :**

Internally: Regular liaison with the President’s Office, Bursary, Communications Manager Externally: University of Cambridge Development Office and Alumni Relations Office, CAm, Development Offices within the other Colleges and via the Cambridge Colleges Development Group, Lucy Cavendish College alumnae, donors and prospects and friends of the College.

**Objectives (as per PDR) or key milestones for first 12 months in post :**

<table>
<thead>
<tr>
<th>Target/Objective:</th>
<th>Time duration:</th>
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<tbody>
<tr>
<td>Date prepared :</td>
<td>Agreed by Manager :</td>
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<tr>
<td>----------------</td>
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<tr>
<td>By whom :</td>
<td>Agreed by post holder :</td>
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