



**ST JOHN'S COLLEGE
CAMBRIDGE**

**Further particulars for the post of
Head of Annual Giving**

Requirement

St John's College wishes to appoint a Head of Annual Giving to manage a range of fundraising and stewardship activities, in particular the Annual Fund.

St John's College

St. John's College was founded in 1511 by Lady Margaret Beaufort, the mother of King Henry VII. It is one of the largest of the University colleges and has some 530 undergraduate and 320 post-graduate students, and around 160 Fellows in a very wide range of academic disciplines. The charitable purposes of the College are the advancement of education, religion, learning and research. The College is currently able to accommodate all its students in College and nearby hostels and houses. All Fellows have a study in College and some are fully resident in College. Additionally, the College employs some 250 Assistant Staff. The College is a very diverse community with approximately 15% of its undergraduates and 55% of its graduates coming from overseas.

Further information on the College can be found on the College website www.joh.cam.ac.uk

College Aims: the College's statutory aims are the promotion of education, religion, learning and research.

Department Aims: The Development department's aim is to develop and promote the College's alumni relations and fundraising strategy.

Job title: Head of Annual Giving

Department: Development Office

Responsible to: The Deputy Director of Development

Job Purpose: To manage a range of fundraising and stewardship activities, in particular the Annual Fund

Principal Accountabilities (Responsibilities):

1. Annual Giving

To further develop the College's regular giving programme, with the objective to grow annual giving each year and ensure that each alumnus/alumna is asked for a donation once a year. (Targets for both amounts raised and participation rates will be set). To this end the postholder will:

- a) Manage the annual telethon programme from recruitment of student callers, preparation and mailing of marketing material, to the processing of data and gifts .
- b) Develop and manage a strategy to build on current giving by Johnians living overseas with particular focus on the USA, Singapore, Hong Kong and other significant regions. This should include at least one annual postal and electronic appeal.
- c) Research and identify innovative ways of reaching potential donors through social media, technology and events.
- d) Conduct some face-to-face meetings with prospective donors.

- e) Liaise with other major gift and legacy colleagues on potential prospects. Analyse and monitor giving activity on a monthly basis to help identify giving patterns and trends for strategic purposes.
- f) In conjunction with the office of the President, publicise the Annual Fund to potential applicants, collate applications, and ensure adequate reporting back to donors.

2. Volunteer & student networks

In order to develop the College's volunteer and student networks the postholder will:

- a) Help establish and then manage an alumni volunteer network.
- b) Take responsibility for the Development Office's relationship with the student body, cultivating undergraduate and postgraduate participation in the Development Programme at all levels.

3. Develop and manage the College's Graduands' Giving programme, building on its success year on year

4. Stewardship & Events

In order to assist in the stewardship programme, with particular attention to the thanking and stewarding of Annual Fund Donors the postholder will:

- a) Work closely with the Development Officer to organise and co-ordinate stewardship events including Donor Day and tea with the Students.
- b) Contribute to and participate in the ongoing development of stewardship activities.

5. Data & Information Management

In order to ensure comprehensive record-keeping and administrative procedures the postholder will:

- a) Maintain accurate records on Raiser's Edge.
- b) Work with the Development Office Administrator to ensure gifts are processed efficiently and professionally.
- c) Establish tax-efficient giving bodies for overseas territories. Keep abreast of financial and regulatory developments within charitable fundraising and Higher Education.

6. Alumni Relations & Publications

As an active member of the Development Office the postholder will be expected to:

- a) Represent the Development Office at alumni relations events as well as fundraising and stewardship events. This may entail some travel and work outside of ordinary hours.
- b) Contribute ideas and written content to Development Office communications and to other publications as required.

The list includes the principal accountabilities of the role but is not exhaustive.

Other relevant duties may be specified by the Development Director from time to time.

Resources Managed / Facts and Figures:

The Development Office was created in 2007 and successfully completed a fundraising campaign for £50M in 2012. In November 2016, the College launched 'Free Thinking' to raise £100M. The postholder will play a vital role in ensuring that the College is able to successfully communicate its fundraising goals to all Johnians. This post will have a budget of c£85,000 p.a., and will be expected to raise in excess of £500,000 p.a.

Person Specification

Qualifications, Knowledge and Experience:

- Educated to degree level or equivalent.
- Some previous experience in a relevant field (ideally fundraising or marketing).
- Knowledge of the charitable and/or the higher education sector/s .
- Good knowledge of IT, in particular the MS Office suite.
- Experience of working with databases (knowledge of Raisers Edge would be an advantage).

Skills, Abilities and Competencies:

- Excellent written communication skills are essential.
- Impeccable organisational skills with great attention to detail. An ability to prioritise workloads and meet deadlines.
- Able to demonstrate initiative, strong self-motivation and tenacity
- Excellent interpersonal skills, with an ability to deal with a wide variety of people both within and external to the College.
- High degree of flexibility to respond to highly fluid and open-ended tasks.

Terms and Conditions

Length of post:	Permanent
Salary:	The salary for the post will be between £32,485 - £37,660 p.a. (depending on experience)
Hours of work:	36.25 per week
Location:	The role is based in Cambridge

Contractual benefits include:

- Membership of a contributory pension scheme after a qualifying period.
- Additional Christmas salary payment.
- Annual leave of 36 working days (inclusive of Bank Holidays) .

Other benefits include:

- Free lunch in the College's Buttery Dining Room (subject to a monetary limit).
- Access to a private healthcare scheme currently provided by BUPA.
- Access to a 'cash plan' healthcare scheme currently provided by Simplyhealth which provides some financial assistance towards the cost of everyday health expenses such as sight tests or dental check-ups after a qualifying period.
- Free car parking close to the College (subject to availability).
- Free use of an on-site Gym.

- Free life cover

The appointment will be subject to an initial probationary period of nine months during which the appointment may be terminated by one month's notice on either side. Following the successful completion of the probationary period, the period of notice is three months on either side.

Recruitment Process

Please include in your application:

- A completed application form;
- A brief covering letter summarising why you believe yourself to be suitable for the role and why the role appeals to you;
- A full *c.v.*

Applications should be sent:

by email to: recruitment@joh.cam.ac.uk

or by post to: HR Department, St John's College, Cambridge, CB2 1TP

to arrive no later than **12 noon on Monday 23 April 2018**. Interviews are expected to take place on 1 or 2 May 2018.

Information provided will be treated as confidential and processed in accordance with the College's Data Protection Policy a copy of which may be obtained from the Data Protection Officer, St John's College, Cambridge, CB2 1TP.