JOB DESCRIPTION – DEVELOPMENT MANAGER

LINE MANAGER – The Development Director

BACKGROUND INFORMATION

The Development Manager is an important fundraising post within the Alumni and Development Office at Selwyn College. This small but increasingly busy team is responsible for organising events, running communications and generally keeping in touch with over 7,000 alumni of Selwyn College scattered all over the world. In 2017/18 the Development Office also ran the third most successful fundraising operation in Cambridge.

During 2018 – 2020 the Development Office will be responsible for running and delivering a campaign to raise £12.6m for a capital appeal to build a new Library and Auditorium. £10m of this sum has been raised or pledged in the ‘quiet phase’ and one of the principal responsibilities of the post will be to run the ‘public’ campaign to alumni and friends, for which plans and materials are well in hand. It is envisaged that the remaining £2.6m will be raised over two years.

In addition to the capital campaign, the Development Manager will also have the opportunity to manage and develop a portfolio of major gift prospects. The post is part of the senior
fundraising team and will be responsible for oversight of the regular giving activities of the College such as the annual telephone and direct mail campaigns, and developing an effective legacy programme. Overall, nearly 20% of Selwyn’s alumni currently support the College in some way – and this post will contribute to a steady, year on year, increase in the overall numbers and range of regular donors.

Selwyn is widely recognised as being a very friendly College that enjoys a warm and supportive relationship with its alumni and friends, and for who the Development Office is the first point of contact. Similarly, a hallmark of our activities is an attention to detail where the individual comes first.

THE ROLE

The Development Manager will work closely with the Development Director and have responsibility for managing the Development Officer post. Previous experience in a similar or related field would be a distinct advantage, but most important is an aptitude for the job and a mature understanding of what this multi-faceted role requires. The post offers an excellent opportunity for an individual to gain or develop broad experience in many aspects of higher education fundraising and communications, as well as developing face-to-face fundraising skills. The opportunity to work on a capital appeal additionally provides the chance to gain valuable experience and to work with a wide cross section of donors and supporters at different levels.

The Development Manager’s role is primarily fundraising but as part of the wider team, all members are mutually supportive
and expected to participate in achieving overall departmental goals.

FUNDRAISING

- Raise funds for the College from alumni, individuals and organisations working closely with the Development Director, the Master, key volunteers and Fellows as appropriate.
- Implement and manage the capital appeal, ensuring that gifts and associated naming opportunities are accurately recorded.
- Maintain the department’s regular giving programme, including the annual telephone appeal, so that it continues to deliver substantial income to the College.
- Develop and build on the success of the existing legacy programme, with support from the Development Officer.
- Build and manage a strong major gift prospect pool. Undertake regular face-to-face cultivation and solicitation meetings to close campaign gifts.
- Ensure that the systems and processes to support the campaign are in place and operating effectively and efficiently. Maintain and update prospect lists and related materials, prepare regular campaign reports to share with the Development Team and volunteer leadership.
- With the Development Director, explore new fundraising initiatives.

OTHER RESPONSIBILITIES

- Deputise for the Development Director as required.
- Line-manage the Development Officer.
May 2018

- Attend events and meetings in College and elsewhere, (including some national and possibly international travel).
- Liaise with Cambridge University Development and Alumni Relations Office (CUDAR), Cambridge Colleges Development Directors Group (CCDG) and Cambridge in America (CAm).

PERSONAL QUALITIES

- Educated to degree standard with a background in fundraising, alumni or member relations.
- Familiarity with and experience of regular giving, stewardship and legacy programmes.
- Clear and effective line management capabilities.
- An understanding of a Collegiate University and the ability to articulate the purpose and objectives of the College in an authentic and compelling fashion.
- Excellent communications skills, with a good command of English - both spoken and written.
- Strong interpersonal skills and a combination of personal sensitivity, creativity and tact that is necessary to secure the confidence and support of a variety of different College constituencies including Fellows, students, alumni and volunteers.
- Energy, flair, creativity and a belief in the power of philanthropy to make a difference to the College and the wider world.

REQUIRED SKILLS

- Excellent standard of IT literacy including Microsoft PowerPoint, Word, Excel and Outlook, familiarity with the
management, maintenance and reporting from a relational database; knowledge of Raiser’s Edge would be beneficial.

- Tact and discretion in dealing with confidential or sensitive matters.
- Meticulous attention to detail and good organisational skills.
- Knowledge and experience of best practice in using social media
- Flexible, positive and pro-active approach to work.
- Ability to work to tight and competing deadlines, both as part of a team and using own initiative.