Annual Fund Officer

Candidate Information Pack

April 2022
About Us

Magdalene College is one of the ancient Colleges of the University of Cambridge. It was originally founded in 1428 and re-founded in 1542. Although we are rightly proud of our history, we are a thoroughly modern and forward-looking College. We have developed a strong programme in the Sciences alongside traditional strengths in Arts subjects and the first priority for students is academic work. However, there is also a thriving extracurricular life in the College and we take pride in the high level of pastoral care offered to junior members. There are around 600 undergraduate and postgraduate students, and just over 100 Fellows and the Master who together make up our warm and thriving College community.

The College exists to provide and promote undergraduate and graduate education within the University of Cambridge, and also to provide and promote academic research. In support of these objectives, the College has various permanently endowed trust funds held for special purposes in connection with the development of College facilities, for scholarships and bursaries and for other educational purposes.

Further information is available from the College’s website http://www.magd.cam.ac.uk/

Department Information

The Alumni & Development Office consists of a team of eight, and is a vibrant, forward-thinking office responsible for all aspects of fundraising and alumni relations including the organisation of alumni events both at home and abroad. The office is often the first point of contact for our Members, Friends and Honorary Fellows and runs a comprehensive communications programme involving the website, social media platforms, as well as printed publications. We are in the final stages of an ambitious and successful fundraising endeavour, “Future Foundations – The Campaign for Magdalene” and looking forward the next stage with its fresh challenges. It is a great time to join the team!

Further details of the College are available on the College’s Website: http://www.magd.cam.ac.uk

Team Chart - Alumni Relations & Development Office
Role Summary

We are seeking to appoint a confident Annual Fund Officer with strong interpersonal skills able to build effective relationships with potential donors. We would expect a track record in the Alumni and Development in the Higher Education sector. The Annual Fund Officer will be a vital part of the Regular Giving team charged with growing our regular income yet further. This role offers a real opportunity to work with and further develop ‘Vanilla Soft’ which allows much greater flexibility in terms of organising annual regular giving activities. We are moving away from the emphasis on one annual telethon per year and re-thinking our approach to include targeted calling campaigns, Giving Days and short telethons centered around events. There is real scope for the right person to use their creativity to grow the already successful Annual Fund at Magdalene and to develop face-to-face fundraising expertise by identifying and cultivating those Members who make significant gifts to the Annual Fund.

The post holder will report to the Deputy Development Director and work closely with the Development Officer (Database and Regular Giving). The Alumni & Development Office is well regarded within the College and is a professional, close knit and friendly team which produces excellent results.

Responsible to: Deputy Development Director
Job Description

Main Duties and Responsibilities

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.

- Devise a blueprint for next year’s annual calling programme utilising the flexibility offered by Vanilla Soft, our dedicate Telephone Campaign software.

- Develop and manage a strategy to build on current annual giving by Members living overseas with particular focus on the USA working closely with the Chairman of the Magdalene College Foundation. Managing the administration of the Magdalene College Foundation during the maternity leave of the Development Officer (Gift Administration and Stewardship) and later working closely with her to streamline the existing systems.

- Supporting the Deputy Development Director with the biennial programme of Giving Days/other Annual Fund activities in consultation with relevant members of the team.

- Supporting the Deputy Development Director in building a prospect pipeline from Annual Fund donors and engaging them in face-to-face meetings to elevate their giving. Identifying legacy prospects.

- Analyse and monitor giving activity on a monthly basis working closely with the Development Officer (Database and Regular Giving) to help identify giving patterns and trends for strategic purposes.

- Introducing a structured post event follow up system offering Members the opportunity to contribute to the Annual Fund.

- Working with the Deputy Development Director and the Communications Officer to devise creative ways of publicising the Annual Fund to potential donors utilising both printing and electronic media.

Prospective Donor Identification and Stewardship

- Taking responsibility for developing and managing a Graduands’ Giving Programme which appropriately relates to the cohort of students graduating. Working with the Alumni Relations Officer on the ‘Graduation pack’ and curating imaginative ways to encourage a leaving gift at the annual Graduands’ garden party.

- Working with the Deputy Development Director to assist in the stewardship programme, with particular attention to the thanking and stewarding of Annual Fund donors. Work to organise and co-ordinate stewardship events working with the Alumni Relations team on the annual Benefactors Drinks Party and other special events for our donors.

- Stewarding donor relationships in a strategic and creative manner keeping donors fully informed about the impact of their annual gifts with a view to developing long-term relationships between the donor and the College.
• Maintaining knowledge of the College’s funding priorities and being able to articulate the Case for Support to donors.

• Representing Magdalen College to Members, Supporters and Friends of the College, engaging where appropriate with Resident Members, Fellows and staff to better understand and represent College life.

• Keeping abreast of financial and regulatory developments within the charitable fundraising and Higher Education sectors.

• Working with the Development Director, Deputy Development Director, and Senior Alumni Relations Officer to plan recognition schemes focussed on hitherto-unrecognised donation levels rewarding past giving and encourage further interaction with College.

• Participating in and attending events for Magdalen as required.

PLEASE NOTE: the above is not an exhaustive description and other requirements may emerge as necessitated by changing roles within Magdalen College and its overall objectives.

**Person Specification**

The following criteria are appropriate to this post:

**Knowledge and experience:**

• Educated to degree standard, with significant, relevant experience.
• Evidence of performance gained within a results-orientated environment such as fundraising, sales or marketing (gained in full time, part time or voluntary roles).
• Some experience of face-to-face fundraising would be desirable but is not essential as training will be given.
• An understanding of the Collegiate University and of the importance of the diversification of its funding base.
• Outstanding verbal and written communications skills.
• The ability to represent Magdalen College with confidence.

**Personal skills and abilities:**

• Knowledge of the UK Higher Education Sector and a strong belief in the importance of educational opportunities, with an understanding of current issues.
• Ability to build rapport with individuals and build relationships with Members and Friends of the College.
• Ability to deal with situations with a high degree of sensitivity, tact and diplomacy.
• Familiarity with relational databases (experience with the Raisers Edge database would be ideal but is not essential as training will be given).
• Ability to use own initiative and work under pressure, but also a team player comfortable with working closely with colleagues.
• Strong interpersonal skills and an ability to deal easily with a number of stakeholders within the College in a flexible and enthusiastic manner.
• Willingness to ‘muck in’ as sometimes required in a small team.
Remuneration and Benefits

Remuneration
£29,000-32,000 per annum dependent upon skills, abilities and experience.

Ongoing Professional Development
Magdalene College is supportive of ongoing professional development. It is a priority for all team members to value and enjoy keeping up to date with industry developments and examples of excellence. You are encouraged to attend webinars and seek out other professional development literature and events, sharing best practice with the whole team.

Hours of Work
The hours of work are 36.25 hours per week.

Holidays
The College offers full time members of staff 33 days leave a year, including bank holidays. This is pro-rata for those who are not full time.

Pension
The post holder will join the College’s auto enrolment pension scheme with generous additional contributory options on completion of probationary period.

College Facilities for Staff
Staff are able to use the College gym which consists of a weights gym and a room with cardio equipment. The College also has a squash court and Eton Fives court. These can be booked through the Porters Lodge. Basketball, tennis and volleyball courts along with football astro pitches can be booked through St John’s College.

Magdalene is registered with Cyclescheme, a tax-efficient scheme for buying a new bicycle.

During the summer staff may use the College punts for up to two hours. These should be booked through the Porters Lodge.

The College has a social committee who run events for staff, including the annual day trip which is open for all staff to attend.

Meals
All staff working a shift of a minimum of 4 hours per day are eligible to take a free lunch. This includes permanent staff and those on a fixed term contract. The value of the meal is up to £5.90 per day which equates to over £1300 per year for those working in College 5 days a week.

Family Friendly policies
The College offers enhanced maternity, paternity and adoption pay as well as generous sick pay for those who have more than six months service. This is in addition to the flexible working policy. More details on all of these are in the staff handbook.

Staff are eligible to use the Tax Free Childcare scheme recently introduced by the government to replace Childcare Vouchers.

Probationary Period/Notice
There will be a six month probationary period. Upon successful completion of the probationary period, the notice period will be two months.
How to Apply

Please download and complete both parts of the application form from https://www.magd.cam.ac.uk/about/vacancies/non-academic.

Send your completed application by email to the HR Manager, Hannah Millward, at hr@magd.cam.ac.uk.

The College postal address is: HR, Magdalene College, Magdalene Street, Cambridge CB3 0AG

Enquiries
Further enquiries about your application may be made by email to the HR Manager, Hannah Millward, or to Rebecca Pitcaithly, Deputy Director of Development on rjp93@cam.ac.uk.

Closing Date
Wednesday 27 April 2022.

Interviews
Interviews for shortlisted candidates will be held on Friday 29 April 2022.