VACANCY: DEVELOPMENT & ALUMNI RELATIONS MANAGER - New post

Wolfson College is one of the 31 Colleges in the University of Cambridge and provides an academic home for over 900 students aged 21 or above, 100 Fellows, 100 staff and many other members. There are more than 450 residential units on site, housing over 500 residents. The College is the most cosmopolitan in Cambridge which, together with its egalitarian ethos, helps to create a very friendly working environment. Full details of the College are available at www.wolfson.cam.ac.uk

This is an exciting time to join Wolfson College’s Development team. In October 2017, Professor Jane Clarke began a seven-year term as President. The post-holder joins a new Development Director and will be instrumental in helping to develop alumni relations and, importantly, new fundraising initiatives from alumni. The 2016 Cambridge Alumni Survey identified that alumni who feel part of the Cambridge and College community are most likely to be active volunteers and supporters through goodwill, positive word of mouth and financial contributions.

Wolfson College’s Development & Alumni Relations Office is still in the early stages of maturity, so this new post is an exciting opportunity for a Development professional to join the department to make his or her mark, and to help Wolfson realise its aspirations for the future.

Wolfson College, founded in 1965, is a friendly and diverse College that has around 11,500 contactable alumni. It began as a College for postgraduate students and attracts a large number of international students. It also accommodates mature undergraduates who are following less traditional routes into higher education and often come from less advantaged backgrounds, both from the UK and overseas. Wolfson places a prime importance on fundraising for bursaries, grants and improving student facilities. Cambridge attracts the best and brightest students from around the world who come to Cambridge for the quality of its teaching, research and student experience, and the global community within which it operates. 58% of Wolfson’s alumni are from outside the UK and from 159 different countries.

This post is 50% funded in the first two years by a grant from the Office of Intercollegiate Services to develop an alumni portal and associated member benefits and services and will involve sharing best practice with other Colleges and reporting back to the donor.

This is an exciting hands-on opportunity for someone who wants to develop their fundraising and management skills through new and innovative programmes for alumni relations.
HOW TO APPLY

Please send a completed Wolfson College Application Form and Equal Opportunities Form (available online at www.wolfson.cam.ac.uk/jobs), with a covering letter and CV setting out your suitability for this post, to arrive by 12 noon on Monday 17 September 2018, to:

Mrs Sally Cullen (ref. Development & Alumni Relations Manager)
HR Manager
Wolfson College
Barton Road
Cambridge CB3 9BB or by email to: jobs@wolfson.cam.ac.uk

Interviews will be held during w/c 24 September 2018.

TERMS & CONDITIONS

Salary: £29,775 to £35,260 per annum

Benefits: Membership of the NOW:Pensions scheme (www.nowpensions.com), with employer contributions up to 13%
Death-in-service benefit of two times salary
Free lunch when the College kitchens are open
Free parking
Use of the College Gym and Library
Membership of a healthcare cash plan
The College operates a childcare voucher scheme for staff

Hours: 40 hours per week. The nature of this job requires a flexible approach to work. There will also be the need for attendance at events during evenings and weekends, and outside of Cambridge, for which time off in lieu will be given.

Holidays: 25 days’ holiday per year plus public holidays.
Of the 25 days’ holiday, the College schedules 3-4 days in December for all staff when the department is closed.
Attendance may be required on public holidays which occur in Full Term, such as the May public holidays, for which alternative days’ holiday are given.

Probation: The appointment will be subject to an initial probationary period of six months during which the appointment may be terminated by one week’s notice on either side. Following the successful completion of the probationary period, the period of notice would be two months on either side.

Term of Contract: This is a fixed-term two-year contract.
Job title: Development & Alumni Relations Manager
Department: Development & Alumni Relations Office
Reporting to: Development Director
Line Management: Development & Alumni Relations Officer

JOB PURPOSE

This is a new role to develop and deliver successful alumni relations for Wolfson College, to expand its alumni and member networks in the UK and internationally and to build beneficial relations with its wide community of alumni, members, supporters and students.

KEY DUTIES AND RESPONSIBILITIES

ALUMNI RELATIONS – 75%

Building on existing alumni programmes, contribute to the development of the alumni relations strategy and a new capital campaign to coincide with the tenure of the President, Jane Clarke.

Relations
• With the Development & Alumni Relations Officer, oversee the creation and delivery of a balanced annual calendar of events, activities and benefits to promote academic and social engagement
• Develop our programme to grow and support networks in the UK and internationally
• Develop our programme to engage with students and recent graduates

Fundraising
• Create, plan and manage the delivery of fundraising programmes targeted at alumni including for example Regular and Premium Annual Giving, Annual Fundraising and potentially Telephone Campaigns
• Work with Cambridge in America to develop further Annual Fundraising in the USA
• Identify alumni as prospective new donors or donors who might increase their commitment and work collaboratively with the Director and Deputy Director on donor planning, taking responsibility for an element of own fundraising
• Identify suitable projects and activities within Wolfson’s strategic priorities that would appeal to alumni for support

Database, record keeping and reporting
• Be a key person in the office responsible for the Department’s CRM database, Raiser’s Edge, and supported by Development & Alumni Relations Officer and Development Administrator and working with the Deputy Director, ensure that records are kept up to date and that GDPR regulations and best practice are adhered to
• Provide reports, oversee or run queries on donor and alumni activity, financial activity and Gift Aid reports and for mailings, segmentation, prospect and research purposes
• Identify and agree targets and measures for fundraising, participation and retention

Communications
• Ensure the delivery of engaging communications with alumni, members and supporters and specific alumni and fundraising print.
• Ensure that the Development & Alumni Relations section of the website is kept up to date
• In collaboration with Wolfson’s Website & Communications Officer, ensure that Wolfson’s corporate communications with alumni dovetail with the Development Office’s strategy and provide timely information as required
• Ensure GDPR compliance and good practice
Other 25% Management, Project Management and Reporting

- In line with the Department’s strategy, be instrumental in the development and delivery of a new alumni portal [an off the shelf system, Graduway, has been proposed] and associated members benefits - including networking, mentoring, internship and career opportunities, news, giving and preferences. Devise and develop measures to track progress and help to develop impact reporting. Share knowledge with other Colleges and the University

- Be responsible, in consultation with the Development Director, for the Alumni Relations budget, tailoring the programme to available resources and monitoring expenses

- Line management responsibility for the Development & Alumni Relations Officer who will help deliver the programmes day to day

Internal and External Relationships:

- Regular and personal contact with key alumni who may be volunteers, prospects, involved in groups, manage their own informal reunions and/or existing donors and friends of Wolfson
- Alumni, Fellows and other members of the College and University, societies and groups
- All members of the Development team and Wolfson who assist with the alumni events programme and provide articles and information for communications
- Wolfson’s Website & Communication Officer - the Website & Communications Officer is not part of the Development Team but is instrumental in the success of its work and is responsible for Wolfson College’s corporate social media, corporate communications, and publications such as the annual Wolfson Review
- Other colleagues across the 31 Colleges of Cambridge and the University’s Development Offices CUDAR (Cambridge University Development & Alumni Relations) and CAM (Cambridge in America)
- Academic colleagues to facilitate alumni visits and to publicise department-led activities to alumni where possible

Additional Requirements of the Job:

- Actively work with Cambridge’s other Colleges, CUDAR and other peer universities to ensure that our Alumni Relations programme follows best practice
- Maintain a good knowledge of the higher education sector and Cambridge University
- Liaise with external companies and suppliers
- Undertake any other duties as required to ensure the smooth running of the Development Office

Training and Development

The post holder is required to participate in relevant training courses and keep up to date with good practice. Training is available via the Cambridge Colleges’ Development Group, CASE and other alumni and fundraising organisations and Blackbaud.

All staff must adopt a responsible attitude towards health and safety and comply with any procedures required by the College in order to ensure the health and safety of themselves, their colleagues and any other persons who may be affected by their actions. They must be prepared to undertake any training provided in relation to health and safety and College policies and procedures.
PERSON SPECIFICATION - Development & Alumni Relations Manager

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<th>Qualifications and Experience</th>
<th>Essential</th>
<th>Desirable</th>
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<tr>
<td>• Educated to degree level or equivalent.</td>
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<td>• Membership of a relevant professional body</td>
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<td>• Experience of fundraising, alumni or development or in a related area of membership, marketing or communications</td>
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<td>• Experience of development or fundraising in a university or school</td>
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<td>• Experience of events management and delivery</td>
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<td>• Experience of communications</td>
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<tr>
<th>Knowledge and Skills</th>
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<th>Desirable</th>
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<tr>
<td>• Alumni, Patrons or Membership schemes</td>
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<td>• Raiser’s Edge</td>
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<td>• CRM fundraising databases</td>
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<td>• Reports, queries and data segmentation</td>
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<td>• Data protection and good practice</td>
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<td>• Financial administration</td>
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<td>• Planning, management and delivery of projects and programmes to deadlines</td>
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<td>• Fundraising techniques such as annual fundraising, telephone, capital building campaigns</td>
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<td>• Numerate and literate with outstanding attention to detail</td>
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<td>• Familiarity with print, communications and using social media tools</td>
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<td>• Strong team-working and with an ability to work independently, show initiative and exercise sound judgement</td>
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<td>• Strong interpersonal skills with the ability to liaise with people at all levels and of all ages and backgrounds, combined with an understanding of social etiquette and cultural sensitivity</td>
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<th>Personal Attributes</th>
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<tr>
<td>• Professional and well presented with a flexible and mature attitude</td>
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<td>• Interest in/commitment to the higher education sector</td>
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<td>• A strong commitment to providing good customer service</td>
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<td>• Ability to attend occasional out of hours events and at the weekend</td>
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<td>• Conscientious, resourceful and self-motivated</td>
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<td>• Ability to balance competing priorities under pressure without compromising the quality of work</td>
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<td>• Ability to maintain confidentiality at all times</td>
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<td>• Well organised and calm under pressure</td>
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