Job title: Development Manager

Salary: £28,000 - £35,000 (Grade 6 of Oxford’s University Salary Scale)

Location: Hertford College, Oxford, OX1 3BW

Hours: full-time

Contract type: permanent

Co-workers: There are five posts in the Development Office: Director of Development, Deputy Director, Development Manager, Alumni Relations Assistant and Development Assistant.

Background

Hertford is one of the larger Oxford colleges, with over 400 undergraduates and nearly 200 postgraduates. First founded as Hart Hall in 1282, and then refounded as Hertford College in 1874, the main site lies in the heart of Oxford, nearby the Radcliffe Camera. The college is governed by a body of 38 Fellows, and has a community of 7,000 alumni members. The Development Office forms the main point of contact between Hertford and its alumni.

This is an exciting time for Hertford. The Principal, Will Hutton, joined the college in 2011 and is overseeing a period of growth. Will is a dynamic and charismatic figurehead for the college, having formerly been Editor-in-chief of the Observer, and is also a best-selling author and leading public intellectual. The Director of Development, Julia Thaxton, joined in 2014 and is implementing a new strategy for the Development Office across all areas.

Hertford is known for its progressive social agenda and proactive approach to access. The college is a friendly and open community, where staff, fellows, alumni and students work together for the best interests of current and future students. 2014 marked the 40th anniversary of co-education in Oxford, when Hertford was one of the first of the all-male colleges to admit women into mixed residence. 2015 was the 50th anniversary of Hertford’s pioneering access scheme: in the 1960’s one of Hertford’s academics, Neil Tanner, was the first person to kick-start access at Oxford by personally encouraging applications from state schools, attracting young people from non-traditional backgrounds to study at Hertford.

Hertford started to invest seriously in fundraising in 2012, so much more recently than many other colleges in Oxford. We have covered a huge amount of ground since then, using novel fundraising campaigns to kick us off in the right direction. Recent projects have included two fundraising bike rides (one coast-to-coast in the UK, the other from Oxford to Venice) and a virtual challenge for alumni (we collectively circumnavigated the globe by asking alumni to pool kilometres from their fitness apps: 360.hertford.ox.ac.uk). We are currently focusing on the academic core of the college, encouraging alumni to give back to their subject of study, and we will soon be launching a major capital campaign. 2016-17 was our most successful fundraising year to date, raising £924,000 from 878 donors (up from £530,000 two years ago, from 556 donors).

We’re now looking for new people to help us continue this upward trajectory and be a part of Team Hertford!
The role

The Development Manager will be responsible for the delivery and execution of the Development Office’s regular giving strategy. The post-holder will be expected to demonstrate excellent interpersonal skills, impeccable attention to detail, and the ability to come up with creative ideas.

The post-holder will manage the day-to-day running of fundraising activities within the Development Office, with the support of the Development Assistant.

Responsibilities will include:

**Asking for support:**
- Organise regular giving activities into an annual plan, with the intention that all alumni are asked to donate once per year via varied routes.
- Plan fundraising communications and materials, including an annual ask mailing in September, and end-of tax-year mailing for the USA. Identify additional opportunities to make a meaningful ask to alumni for support.
- Manage the annual telethon, in liaison with external telethon consultants. Plan and design supporting materials and target call pool according to fundraising priorities.
- Devise personalised follow-ups for alumni with outstanding pledges, lapsed donors and single donors.
- Identify and manage small projects suitable for crowdfunding / digital fundraising e.g. boat club, choir tour, rugby tour, outreach activities.
- Encourage students to feed in with information about sports teams and extracurricular activities to help promote fundraising.
- With the Development Assistant, ensure that gifts are recorded accurately on the database and that there is regular streamlined communication with the Bursary.

**Donor stewardship:**
- Organise stewardship into a stratified plan, ensuring that recognition is coordinated throughout the Development Office.
- Regularly review thank you letters and acknowledgments to ensure donor communications are fresh and engaging. Where appropriate, identify opportunities for stewardship communications from the Principal, academic Fellows and students.
- Ensure that beneficiaries of donations are notified of the support (e.g. with a letter to bursary recipients, or notifications to the JCR or MCR) and arrange a thank you note to the donor where appropriate.
- For travel awards and grants, co-ordinate the writing and delivery of reports from the recipients to the donor.
- Co-ordinate stewardship events for donors, eg Christmas Drinks for Donors.
- Identify opportunities to invite donors to other events, e.g. personalised invitations for donors to Hertford concerts; places at Guest Night dinners.
- Think about other ways to recognise donors and make them feel appreciated and closely connected to the college.

**Legacies:**
- Plan a strategy for legacy giving, with the aim that 20% of alumni are planning to leave a legacy to the College. Update the information we offer about legacy giving on the website and in publications.
- Proactively identify and approach prospective legacy donors, respond to legacy enquiries and follow up interest expressed in the telethon, offering guidance and encouragement as appropriate.
- Co-ordinate stewardship events, including the Warnock lunch, to recognise and thank legacy donors during their lifetime.
- Organise a ‘legacy day’ so that alumni interested in leaving a legacy can come into college for advice from an expert.

**Students & recent graduates:**
- Act as the main point of contact in the Development Office for the JCR and MCR.
- Arrange a Freshers’ welcome letter and liaise with the JCR to enable them to organise the Freshers’ Parents Lunch.
- Together with the JCR, co-ordinate the Leavers’ BBQ, using the opportunity to establish a relationship between students and the Development Office.
- Devise ways to encourage recent graduates to engage with the college and make participation gifts.
- Identify and implement ways to link up students with alumni for career advice and mentoring, using external platforms as necessary.
Hertford networks:

*With support from the Alumni Relations and/or Development Assistant...*

- Manage membership for the Friends of Hertford, encouraging parents of students to join and offering widows/widowers of legacy donors complimentary membership.
- Cultivate a network to segment the prospect pool, enabling peer-to-peer asking and regional representation.
- Encourage networks in USA and Asia to organise their own events; identify event champions and support them with event guidance.
- Look into more regional networks within the UK, encouraging them to organise their own events.
- Build on relationships with existing alumni groups eg. golfers, boat club, rugby alums. Add other groups where appropriate, eg music appreciation.

**Additional responsibilities:**

- Ensure comprehensive record-keeping and reporting of all substantive alumni contact on the database.
- Use the database to analyse giving data and use that information to form/alter regular giving strategies.
- Attend events and represent the College in Oxford, elsewhere in the UK and overseas, in a way which effectively promotes the College and enhances its reputation.
- Contribute to a smooth-running development operation that interacts easily with other departments in the College.

This list includes the principal responsibilities of the role but is not exhaustive. Other relevant duties may be specified from time to time.

**Opportunities for future growth**

After a successful period in post, the post-holder may wish to add a portfolio of prospects for face-to-face fundraising meetings to their role, in consultation with the Director of Development.

**Training**

Training will be available from CASE and other providers to support you in any areas of concern. Full training on the college database is provided by the University.
### Person specification

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<th>Qualifications</th>
<th>A good undergraduate degree or equivalent professional experience.</th>
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<td>Experience</td>
<td><strong>Essential:</strong> You have experience of fundraising and/or supporter relations within the Higher Education or charity sectors. You have experience of running fundraising activities in a Higher Education or similar environment. You have experience of handling and storing data, and you are willing to become an expert in our database (DARS). <strong>Desirable:</strong> You are aware of fundraising best practice and data protection regulations.</td>
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<td>Professional qualities</td>
<td>You demonstrate intelligence and maturity, and you inspire confidence in people you meet. You have good judgement and can use your initiative to make independent decisions, but you also know when you need advice. You think creatively, coming up with new ideas and solutions to problems. You work logically and methodically, working your way through nuanced issues and using your common sense. Your spoken and written English is excellent and you can write engaging copy for print and online. You are numerate and confident in handling financial data. You pay impeccable attention to detail in all areas. You value quality and efficiency, and enjoy refining systems and procedures to improve output. You are proactive, flexible and adapt well to changing circumstances. You can work calmly under pressure, and are able to prioritise and manage a varied workload. You are reliable and you never miss a deadline. You have strong IT skills, particularly Microsoft Office.</td>
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<td>Personal qualities</td>
<td>You understand and believe in the value of higher education and the issues that face the sector and the University of Oxford in particular. You are friendly, articulate and professional; you can communicate with a wide variety of people. You are enthusiastic, motivated and energetic.</td>
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How to apply

Applications will be accepted by email only. Please include the following attachments:

1. CV (maximum 2 sides of A4)
2. Covering letter detailing how your experience, skills and qualifications meet the criteria for the post
3. A completed Employment Application Form (available from the College website www.hertford.ox.ac.uk/about/vacancies)

Applicants are also asked to complete and return an Equal Opportunities Monitoring Form (available from the College website www.hertford.ox.ac.uk/about/vacancies), provided that they are happy to do so.

Applications can be emailed to hr@hertford.ox.ac.uk.

Data Protection

All data supplied by applicants will be used only for the purposes of determining their suitability for the post and will be held in accordance with the principles of the Data Protection Act 1998.

Equal opportunities

Hertford College is an Equal Opportunities Employer.

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<th>Annual Leave: 23 days + Christmas and Bank Holidays.</th>
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<td>Hours of work: Your normal hours of work will be from 9am to 5pm Monday to Friday. You will also be required to work at functions and events outside of working hours, for which you may be entitled to time off in lieu as agreed with your manager.</td>
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<td>Meals: Staff lunch in provided free of charge in the College Hall.</td>
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<td>Pension: All Hertford employees are entitled to enrol in the Oxford Staff Pension Scheme (OSPS) after their probation period.</td>
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<td>Probationary period: The appointment is subject to a probationary period of 3 months.</td>
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