JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Head of Development</th>
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<tbody>
<tr>
<td>Department / Unit:</td>
<td>External Relationships</td>
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<tr>
<td>Job type</td>
<td>Fixed Term</td>
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<tr>
<td>Grade:</td>
<td>RHUL 8</td>
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<td>Accountable to:</td>
<td>Assistant Director, External Relationships</td>
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<td>Accountable for:</td>
<td>Relationship building to achieve income generation</td>
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**Purpose of the Post**

To lead the team to develop new and foster existing relationships with donors, including trusts and foundations, in order to secure regular and significant donations that support the College strategy and the fulfilment of its purpose. For this role, significant donations are those in excess of circa £10,000 in single pledge across a period of not more than three years.

**Key Tasks**

1. Lead the development, planning and delivery of sustainable relationship building / stewardship plans with individual donors and trusts and foundations which;
   
a. foster new relationships with potential new donors (individuals and trusts and foundations)
   
b. deepen existing relationships with donors

   In doing so, build long term, mutually beneficial relationships over a defined period that ultimately result in significant financial donations being made to the College

2. Be responsible both for asking donors for significant donations and ensuring that agreed, relevant and mandated colleagues are supported and prepared so that they may successfully make an ask of donors

3. Lead the development, planning and delivery of a programme of regular giving and legacy giving campaigns, ensuring campaigns sit within the context of overall donor journeys, are targeted and that there is no overlap or duplication that may cause there to be damage the reputation of Royal Holloway with its supporters

4. Ensure all relationship management plans are data driven, targeted and insight led

5. Be accountable for ensuring that rigorous internal and external research and appropriate internal consultation is undertaken in the development of cases for support and that they optimise and balance the interests of the donor and Royal Holloway
6. Champion the integrity of the Royal Holloway brand and narrative in all cases for support and development related collateral. Ensure content is consistent with the brand / brand identity, authentic and accurate in the data provided.

7. Ensure the team takes individual and collective responsibility for ensuring the integrity and confidentiality of donor data and that all approaches are carried out in accordance with the university’s relevant policies and UK legislation.

8. Foster a culture of external environmental scanning to identify new potential opportunities for mutually beneficial relationships between donors and Royal Holloway.

9. Be a role model for all colleagues across Marketing and Communications for knowledge and understanding of the university’s research, its key statistics, brand narrative and strategic positioning.

10. Develop, grow and maintain effective working relationships and networks with key individuals internally as well as externally within higher education.

11. Be a role model for leadership, continuous improvement and a source of inspiration for creativity and innovation in all aspects of relationship building. Lead the way in proposing new ideas and applying best practice to the work of the Development team, External Relationships group and the Marketing and Communications directorate.

12. Ensure high standards of accuracy, attention to detail and customer service, and that the team is solution-focused.

13. Ensure the team adopts a risk management approach that considers operational, reputation and strategic risks in relation to donor activity.

14. Manage designated budgets as appropriate, ensuring activity is delivered within agreed spend.

15. Undertake out-of-hours activities and events, in accordance with the College TOIL policy.

16. Volunteer time during the working day to support College priorities such as, but not limited to, Graduation and NSS survey completion.

Other Duties

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the College. The post holder will be expected to undertake other duties as appropriate and as requested by his/her manager. This role is based at Royal Holloway’s Egham campus however, some travel will be required and the post holder may be required to work at another of the locations at which the business of Royal Holloway is conducted.

Internal and external relationships

The following list is not exhaustive but the post holder will be required to liaise with:
Internal: Executive Board members, Professional Services SMT, colleagues across Marketing and Communications and Strategic Planning, academic colleagues at all levels.
External: Senior representatives of trusts and foundations, existing major donors, potential major donors.