JOB DESCRIPTION

Job Title: Development Officer (Individual Giving)

Department / Unit: Marketing and Communications, External Relationships

Job type: Full Time, Fixed Term (Maternity Cover)

Grade: 6

Accountable to: Head of Development

Accountable for:

Purpose of the Post

Support income generation via regular and one off donations that total less than circa £5,000 in an academic year and support legacy giving from supporters of the College.

Key Tasks

1. With the support of the Head of Development, deliver segmented and brand aligned giving campaigns that target contactable supporters who have never given and lapsed donors as well as first time donors, one off donors and regular donors who give/ have given less than circa £5,000 in a single academic year in order to increase the income the College generates from these donors.

2. With the support of the Head of Development deliver targeted and brand aligned legacy campaigns that give supporters reasons to consider Royal Holloway in their will.

3. With the support of the Head of Development, ensure fundraising campaigns sit within the context of an overall donor journey, including relevant stewardship and gift recognition, for identified segments.

4. Take personal 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.

5. Work with colleagues across External Relationships to ensure visibility of campaigns in order to maximise the impact of campaigns the role is responsible for and support the effectiveness of activity being delivered by colleagues across External Relationships.

6. Contribute to content creation as relevant to the role, ensuring all content created, used or supplied to colleagues has been approved by the relevant parties internally and externally as appropriate.
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<td>7.</td>
<td>Manage campaign work plan and budget to ensure activity is delivered to time and on budget.</td>
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<td>8.</td>
<td>Ensure the integrity of the Royal Holloway brand and narrative within both a digital and analogue environment.</td>
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<td>Be an active member of the wider External Relationships group and Marketing and Communications directorate.</td>
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<td>Provide regular financial and analytical updates to the Head of Development on income, direct debits, standing orders, Gift Aid collection etc.</td>
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<td>11.</td>
<td>Volunteer time during the working day to support College priorities such as, but not limited to, Graduation and NSS survey completion.</td>
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<td>12.</td>
<td>Any other duties as required by the line manager, Assistant Directors or Director that are commensurate with the grade.</td>
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**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:** Colleagues across Marketing and Communications

**External:** Donors and supporters

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