

## JOB DESCRIPTION

<b>Job Title:</b>	Development Manager (Campaigns)
<b>Department / Unit:</b>	Development and Operations
<b>Job type</b>	Professional Services
<b>Grade:</b>	RHUL 7
<b>Accountable to:</b>	Head of Development and Operations
<b>Accountable for:</b>	Development Intern, student telephone fundraisers, casual staff working on campaigns
<b>Purpose of the Post</b>	
To take responsibility for the development and delivery of multi-channel, integrated campaigns that develop identified donor segments in order to achieve a sustained increase in the numbers giving on a regular basis, the value of those gifts and the number and value of individuals pledging legacy donations.	
<b>Key Tasks</b>	
<ol style="list-style-type: none"> <li>1. Donor journeys <ul style="list-style-type: none"> <li>• Working with the Head of Development and Operations using a data driven approach, segment the supporter base to create discrete audiences amongst donors and potential donors, and design donor / supporter journeys for those audiences which will support mid-value, mass (gifts &lt;£10,000) and legacy donations.</li> </ul> </li> <li>2. Campaign planning and delivery <ul style="list-style-type: none"> <li>• Develop and deliver integrated, direct fundraising and stewardship campaigns which are tailored to each agreed donor / supporter journey, including legacies.</li> <li>• Be responsible for ensuring campaigns are fully integrated with and take advantage of the work of Alumni Relations in particular, and Marketing and Communications more broadly, and use the full spectrum of channels available (owned, earned and paid for).</li> <li>• To take specific responsibility for the supporter journeys for all individual donors giving £1,000 or more each year with the exception of those being actively stewarded or resolicited by another fundraiser.</li> <li>• Ensure campaigns maximise opportunities to capture email consent and update of relevant information.</li> <li>• Ensure all campaign activity is delivered on time and within budget</li> </ul> </li> </ol>	

3. Content creation / project management

- Lead the creation of targeted, compelling digital and print content for use across multiple platforms, for example video testimonials from students and supporters.
- Project manage internal or external third party content creators / suppliers, including, but not limited to, digital content, direct marketing, telephone fundraising, copy writing, photography.
- Be accountable for ensuring content delivers agreed key messages and is brand aligned.

4. Data and policy management and application

- In discussion with the Head of Development, agree KPIs and track progress. Apply identified lessons to improve donor journey and targeted campaign outcomes.
- Be accountable for the integrity of data personally inputted into the shared CRM platform.
- Ensure solicitation and stewardship campaigns are consistent with relevant policies of the university and UK legislation.

5. Collaborative working

- As part of the wider Development team, and as directed by the Head of Development, be responsible for stewardship, enquiry management, solicitation and pledging among identified groups which may include, but may not be limited to legacies
- Be recognised within Development and Operations, and the wider directorate of Marketing and Communications, as having a robust knowledge of the university's research, its key statistics, brand narrative and strategic positioning
- Develop, grow and maintain effective working relationships and networks with key individuals internally and externally within higher education
- Volunteer time during the working day to support College priorities such as, but not limited to, Graduation, 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 post holder will be required to liaise with colleagues across the university and represent Royal Holloway with potential donors at all levels.