

JOB DESCRIPTION

Job Title:	Senior Regular Giving Officer
Department / Unit:	Philanthropy and Alumni Engagement, Marketing and Communications
Job type	Full-Time, Permanent, Professional Services
Grade:	RHUL 6
Accountable to:	Philanthropy Manager
Accountable for:	n/a
Purpose of the Post	
<p>The Philanthropy Team sits within the Philanthropy and Alumni Engagement function of the Directorate of Marketing and Communications. The team plays a vital role in advancing the university's strategic priorities by attracting, developing and managing philanthropic giving.</p> <p>Reporting to the Philanthropy Manager, the post will be responsible for planning, delivering, and evaluating integrated regular giving campaigns that attract new donors and retain current donors. The role aims to increase philanthropic income towards <i>The For What Matter Fund</i>, which allows us to respond quickly to the most urgent needs of students, whether that is financial hardship, access to vital equipment, or emergency aid, promoting equality of opportunity</p> <p>The Senior Regular Giving Manager is also responsible for legacy marketing, to increase the number of gifts in Wills the University receives. Overall, the role will play a key part in delivering the university's philanthropic income targets and enhancing donor engagement and retention through tailored stewardship and innovative fundraising approaches.</p>	
Key Tasks	
Fundraising <ul style="list-style-type: none"> Using a data driven approach, manage and develop a successful regular giving programme with tailored donor journeys, taking initiative to plan and organise an annual cycle of activity to ensure supporters are stewarded and solicited for repeat gifts, maximising donor retention. Develop innovative e-solicitations and Direct Mail appeals to increase income (regular, cash and legacy) and engagement (including opportunities to capture email consent and update of relevant information). An important aspect of this role is new donor acquisition to rejuvenate and diversify the donor base. Identify and refer new, regular or longstanding donors with potentially greater capacity to other fundraisers as appropriate. 	

- Implement stewardship plans for regular donors, including updates, impact reporting, and recognition.
- Promote legacy giving and integrate key messaging across all channels and opportunities where appropriate (direct mail, website, social media, newsletters, events).
- Use data to identify and segment legacy prospects, building the legacy pipeline through a donor journey of cultivation.

Communications

- Prepare thank you letters ensuring that regular giving donors are thanked promptly and appropriately.
- Confidently engage with the University community to gain an understanding of the need for philanthropic support and the impact of such support.
- Write compelling fundraising copy for mass appeals, impact reports and stewardship with a key focus on the sourcing and use of stories.
- Lead the creation of targeted, compelling digital and print content for use across multiple platforms, for example stewardship video testimonials from students and supporters.
- Develop fundraising literature that is inspirational and aspirational for regular giving prospects and donors.
- Support the Philanthropy Managers with stewardship of gifts from £1,000- £10,000.
- Contribute to fundraising tool kits for use across the University.

Analysis and Innovation

- Work closely with the Operations team to segment audiences, track donor behaviours, and identify trends.
- Analyse the performance and effectiveness of solicitations and mailings and generate actionable insights for future campaigns.
- Where possible test and optimise fundraising messaging, segmentation strategies, and donor journeys.
- Analyse sector benchmarking data to provide strategic insight into the comparative performance of the Universities regular giving programme.
- Develop a strong knowledge of sector best practice through networking, benchmarking, identifying and undertaking training and development opportunities and, where appropriate, implement these best practices.
- Research and identify new opportunities, thinking creatively to develop unique appeals.

General Administration

- Ensure that data is recorded accurately and concisely on the Raiser's Edge NXT database.
- Maintain a high level of confidentiality in the maintenance of personal and financial records and ensure compliance at all times with Data Protection legislation.

- Ensure all donations are in line with University policies and are dealt with tax efficiently, in compliance with HMRC regulations.
- Take responsibility for other regular giving level fundraising taking place around the university, building relationships with relevant teams and tracking spent funds and impact
- Have expert knowledge and understanding of current legislation impacting upon regular giving and stewardship, marketing and operations, such as Gift Aid, General Data Protection Regulations and fundraising regulation, and ensure operational compliance.
- Within University and externally attend events where appropriate.
- Work collaboratively with colleagues in the Philanthropy and Alumni Engagement team and across the University in delivering the overall P&AE Strategy and meeting KPIs.
- Manage own workload, undertaking planning, agreeing priorities and timescales to meet schedules and deadlines in an effective and efficient manner.
- Any other duties reasonably required of the Senior Regular Giving Officer.

Other Duties

The duties listed are not exhaustive and may be varied from time to time as dictated by the changing needs of the university. The post holder will be expected to undertake other duties as appropriate and as requested by their manager. This role is based at Royal Holloway's Egham campus however, some travel and out of hours work 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.

Our Values

Advancing equity and inclusion is central to our identity as a University of Social Purpose, guided by our values of being Respectful, Innovative, Open, and Daring. We strive to build a fair and inclusive environment for all colleagues and students, where we challenge ourselves and others with integrity, and approach difference with understanding and kindness. Every member of our community is expected to treat others with dignity, work collaboratively across a wide range of backgrounds and perspectives, and contribute to a place where everyone can participate fully and feel valued.

PERSON SPECIFICATION

Details on the qualifications, experience, skills, knowledge and abilities that are needed to fulfil this role are set out below

Job title: Senior Regular Giving Officer	Department: Philanthropy and Alumni Engagement
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	Essential	Desirable	Tested by Application (A)/ Interview (I)/ Test (T)
Knowledge, education, qualifications and training			
Educated to degree level or equivalent experience	E		Application
Skills and abilities			
Excellent written and verbal communication skills, adaptable to different audiences	E		Application/Interview /Test
Excellent IT literacy (MS Office)	E		Interview
Strong organisational skills with ability to manage competing priorities and meet deadlines	E		Interview
Strong data management / data application skills	E		Interview
Ability to communicate with a wide variety of audiences internally and externally	E		Interview
Ability to create and edit digital content	E		Test/Interview
Proven experience of writing clear and specific briefs for internal or external content creation		D	
Experience			
Successful track record in development and delivery of direct marketing, fundraising or marketing communications campaigns	E		Application/ Interview
Evidence of ability to write compelling fundraising copy	E		Application/Interview /Test
Evidence of using data to identify audience segments / donor journeys and apply to the development and delivery of fundraising / marketing campaigns	E		Application/Interview/ Test
Track record in reaching / influencing audiences through compelling and creative digital content	E		

Experience ensuring brand integrity in campaign delivery	E		Application/Interview
Evidence of ability to manage project/campaign budgets, delivering activity on time and to budget		D	Interview
			Interview
Experience using CRM and CMS systems (preferably Raiser's Edge/ NXT or equivalent)	E		Interview
Knowledge of data protection legislation	E		Interview
Experience in a higher education, supporter engagement, membership, fundraising or non-profit environment		D	Interview
Other Requirements			
Proactive, solution-focused approach to challenges	E		Interview
	E		Interview
Ability to work independently and as part of a team			Interview
Willingness to support with other activities if needed as directed by senior team members	E		Interview
Ability to work occasional evenings and weekends	E		