

1 Advertisement

Post Title: Development Manager (Individual Giving)

School/department: Development & Alumni Relations Office. Communications, Marketing and Advancement Division

Hours: Full time or part time hours considered up to 1 FTE. Requests for flexible working options will be considered (subject to business need)

Contract: Permanent

Reference: 7421

Salary: starting at £34,304 to £44,706 depending on experience.

Placed on: 08 February 2022

Closing date: 21 March 2022. Applications must be received by midnight of the closing date.

Expected interview date: 31 March / 01 April 2022

Expected start date: As soon as possible

This is an exciting opportunity for a highly motivated and talented fundraising professional to join the University of Sussex's high-performing Development & Alumni Relations team.

With a track record of creating and delivering original, engaging and impactful multi-channel appeals and campaigns, you will be a results-driven, excellent communicator with an understanding of database segmentation and analysis, and the importance of making your supporters feel valued and informed of the impact of their donations.

In its 60th anniversary year, the University is pulling out all the stops to engage and activate its global community of 200,000 alumni and friends, providing a unique opportunity for you to build on the solid foundations of alumni giving at Sussex.

You will deliver a year-round programme of fundraising activity to generate single and regular gifts for the University of Sussex and the Brighton and Sussex Medical School. Individual Giving at Sussex includes direct mail, telephone, digital, community, crowdfunding, and legacy fundraising.

You will make sure that donors and prospects at different stages of the supporter journey have an excellent donor experience which reflects and deepens their relationship with the University, with support from colleagues in the Administration and Data Services. A hybrid contract, a beautiful campus nestled in the South Downs, and the opportunity to meet and work with inspiring and generous alumni, make this an exciting and interesting role

Please contact Rachel Dyson, Deputy Director of Development, at r.dyson@sussex.ac.uk for informal enquiries.

For full details and how to apply see our [vacancies page](#)

The University of Sussex values the diversity of its staff and students and we welcome applicants from all backgrounds.

2. Communications Marketing & Advancement / Development & Alumni Relations

The Communications Marketing & Advancement Division is responsible for enhancing the reputation of the University and profiling the institution's vision and aims to a wide range of stakeholders including media, staff, students, alumni, supporters, prospective students, government, business and the public.

The Division is responsible for promoting the achievements of academics and researchers, as well as major developments and partnerships. It works with colleagues across the University to help drive Sussex's reputation as a world-class, innovative institution, whose genuinely avantgarde approach to education is transforming society. Responsible for the recruitment of students, the Division also communicates the University's outstanding education offer alongside the student experience in the UK and internationally.

The Development & Alumni Relations Office sits within the Division and holds responsibility for our alumni engagement programme and for raising funds to support the University of Sussex.

For further information visit: www.sussex.ac.uk

Development and Alumni Relations Office

The Development and Alumni Relations Department is part of the Communications, Marketing and Advancement Division. The Department is responsible for the University's philanthropic fundraising and for developing and maintaining excellent relationships with the growing international community of alumni, supporters and friends of the University.

The department has recently developed a five-year strategy that aims to take fundraising to a new level in support of the University's strategic priorities as outlined in Sussex 2025. The momentum provided by their last fundraising campaign – Making the Future – significantly enhanced the engagement of alumni and external supporters with the University, which in turn has inspired donors to support talented scholars and invest in its world-leading research.

The Development and Alumni Relations team manages the relationships with all the University's donors and actively seeks new pathways for continued support in aid of the institution's strategic objectives. As well as engaging with an active network of more than 100,000 alumni worldwide, the department is also responsible for organizing Sussex's corporate events and graduation ceremonies, which are flagship milestones in the University's calendar.

3. Job Description

Job Description for the post of: **Development Manager (Individual Giving)**

Department: Development & Alumni Relations (DARO)

Location: Sussex House

Grade: 7

Responsible to: Deputy Director of Development

Purpose of the post:

The post holder is responsible for devising and implementing strategies for recruiting, retaining and expanding the number of low to mid-level donors to the University via the Sussex Fund, and to Brighton & Sussex Medical School. It is also responsible for promoting planned giving primarily among alumni, by cultivating and stewarding the growing community of legacy pledgers and intenders.

Key Responsibilities

Strategic

- Working closely with the Deputy Director of Development, develop and implement strategies to increase the range, depth and frequency of our mass solicitations to increase regular giving and grow income.
- With the Deputy Director of Development, set and meet targets, increasing income and the return on investment on all regular giving fundraising activities
- Working closely with the Deputy Director of Development and Major Gift team, develop and implement strategies for increased giving opportunity at the Leadership giving level (£1,000 per annum) and develop stewardship strategies that facilitate the transfer of donors between programmes when appropriate.
- Establish objectives and set priorities for continuous solicitations across all channels to increase the donor base and participation in the Sussex Fund, and to provide a pipeline of prospective major donors to the University
- Work closely with the Alumni Relations team to ensure that fundraising messaging is woven seamlessly into alumni activities and communications wherever appropriate
- Raise the profile of the Sussex Fund and the importance of philanthropic giving to promote supporter engagement and a culture of giving among both internal and external audiences
- Responsible for monitoring and analysing programme performance, identifying trends, and making recommendations for development of regular and legacy giving
- Lead the development and delivery of supporter acquisition. Identify and develop new acquisition opportunities, including the use of new products and services
- Enhance the stewardship programme for regular donors to aid retention and increase income

Project management

- Responsible for the planning, management and delivery of annual telephone fundraising campaigns for the University of Sussex and/or Brighton & Sussex Medical School
- Ensure that income and participation to the Sussex Fund is maximised through careful data segmentation, affinity and engagement campaigns, innovative messaging and excellent stewardship
- Manage closely any external fundraising consultant, fulfilment or print supplier contracted to deliver bespoke fundraising campaigns (including telephone, direct mail and email appeals), including the preparation of creative and campaign data briefs, production specifications and schedules
- Be the key liaison between any external fundraising consultancy and DARO database systems and gift administration colleagues to ensure accurate recording and management of income and campaign data
- Responsible for the planning, delivery and volunteer management for challenge fundraising activities (e.g. Brighton Marathon Weekend), liaising with internal stakeholders and external suppliers to ensure volunteer fundraisers are motivated and supported to achieve successful outcomes
- Act as Secretary to, and be the key liaison with, the Disbursement Committee and internal recipients of Sussex Fund support. Prepare spend reports for the annual committee meeting, and reconcile Sussex Fund income and spend with the Finance Department

Fundraising

- Produce, manage and deliver on time and within budget the regular giving fundraising schedule encompassing fundraising and appeals activities across channels (telephone, direct mail, email, social media, online)
- Devise creative giving opportunities with a compelling case for support in the context of the University fundraising strategy, with deliverable plans across all channels for retaining existing regular and single gift donors, and growing the numbers of new donors to increase income, working with consultants and internal colleagues as appropriate
- Manage a portfolio of legacy pledgers and intenders in collaboration with other fundraisers, to maintain and grow legacy supporter engagement. Activities include regular communications to promote legacy giving, dealing with personal intentions enquiries and other administrative tasks, legacy cultivation events and stewardship
- Write and edit copy for fundraising materials for tailored campaigns to increase donor acquisition
- Working with the Development Writer and the Donor Relations & Scholarships Coordinator, produce engaging and persuasive stewardship communications to retain donor commitment and reengage lapsed donors

Communications

- Write persuasive fundraising communications, collaborating with consultants where necessary, to include direct mail and email appeals, pre-call letters, pledge chasing,

thank you and cancellation letters, gift forms, calling scripts, keeping them refreshed and updated with key messages

- Draft quarterly legacy promotional stories for the Sussex News email newsletter to inspire alumni to consider including a legacy gift to Sussex in their will
- Draft stories about alumni supported activities for the web, the monthly Sussex News email newsletter, social networks, the internal newsletter and corporate publications, as required
- Source quotes, stories and photographs from scholars and hardship bursary recipients for use in fundraising materials
- Be an internal and external ambassador for the University, helping raise the profile of philanthropic giving to grow a culture of giving among students, staff, alumni and friends of the University

Data, analysis and reporting

- Assist in maintaining high quality data held on all contacts held on the Raiser's Edge database
- Report on all regular and legacy giving fundraising campaigns against targets, analysing performance, identifying giving patterns, response rates, ROI etc
- Working with colleagues, utilise data modelling techniques to inform future segmentation and solicitation levels to drive fundraising performance
- Provide quarterly KPIs and annual performance data

General

- Liaise with other fundraising professionals to keep abreast of new trends in the sector, as well as research and recommend new activities to enhance alumni commitment to the University
- Be willing to work occasional evenings and weekends when telephone fundraising campaigns are underway, for which time off in lieu will be given
- Undertake any other team work required from time to time, such as assisting during Graduation ceremonies and occasional attendance at evening and weekend events, for which time in lieu will be given.

4. Person Specification

Skills and Abilities	Essential	Desirable
Excellent verbal communicator demonstrating passion, persuasiveness, sensitivity and integrity	x	
Excellent writing skills to produce creative and compelling fundraising communications	x	
The ability to prioritise, handle multiple projects simultaneously and meet deadlines	x	
Excellent attention to detail and organisational skills	x	
The ability to analyse, interrogate and report on large data files and statistics	x	
Ability to work under own initiative as well as under supervision	x	

Knowledge and Experience	Essential	Desirable
Extensive experience and a track record of strategizing and implementing successful cross-channel fundraising (or comparable) appeals employing mass marketing techniques involving direct mail, telephone and email	x	
Experience of leading work in membership/supporter acquisition and development, taking a multi-channel approach	x	
Experience of using social media to amplify and maximise reach for fundraising campaigns	x	
Experience of delivering telephone fundraising campaigns (or marketing) with a team of callers	x	
Experience of working with customer or membership (CRM) databases for direct marketing, ideally Raiser's Edge	x	
Experience of managing relationships with 3 rd party suppliers	x	
Knowledge of Data Protection regulations, PCI compliance and current guidance from the Fundraising Regulator	x	
Experience of using the full suite of MS Office tools	x	
An understanding of Higher Education in the UK and the need for universities to raise funds	x	

Qualifications	Essential	Desirable
Undergraduate degree or equivalent		x

Personal Attributes and Circumstances	Essential	Desirable
An articulate and confident manner	x	
Self-motivated, target-driven and enthusiastic	x	
Remains calm when under pressure	x	
A flexible team-player to deliver team-wide projects, prepared to work at occasional weekend or evening events for which time of in lieu will be given	x	