Donor Experience Officer

Department: Office of Philanthropic Partnership and Alumni
Hours of work: Full-Time / 37 hours a week
Contract type: Open
Salary: £27,131 - £33,314 a year / Grade 5
Introduction

Founded on principles of excellence, equality and opportunity for all, the University of York opened in 1963 with just 230 students. In 2021 it is the home of more than 20,000 students across more than 30 academic departments and research centres.

York wasn’t an identikit University in the 1960s, so it shouldn’t be now. Our new University Strategy 2030 is focused around four key aims that blur the lines between our research, teaching, support and community aspirations. This new vision, combined with the success of York Unlimited (the campaign for York), have raised the bar for philanthropic fundraising and alumni engagement activity at the University of York. Our mission over the next 10 years is to increase the value of philanthropic income to the University, and to launch a new pioneering proposition for our alumni community: the University of York for Life.

The fundamental reason for doing this is to deliver the activities that make us a University for Public Good.

The part you will play

The Supporter Relations Team is responsible for the stewardship of our donor and volunteer community. We work in collaboration with the Fundraising and Volunteering Teams to design, develop and deliver programmes of stewardship which recognises and thanks our supporters for their gifts of time and money and demonstrates the impact of their giving. We are committed to ensuring that our supporters have an exceptional giving experience with the University of York.

You will design and implement a programme of stewardship for our major donors that spans either Individual Philanthropy (major donations of £5000 or more per year from individuals, as well as Legacy Giving) or Corporate and Foundation Philanthropy. We are looking for individuals who are enthusiastic and can bring innovative ideas for supporter engagement that will ensure our stewardship programme stands out and meets the present day needs and wants of donors. If you have skills in relationship and project management and communications, and are passionate about philanthropy in Higher Education, then we would really like to hear from you.

Main purpose of the role

Design and deliver an innovative programme of stewardship for major donors that thanks and recognises them for their gifts of time and money, demonstrates the impact of their giving and shows exceptional, professional customer care. The stewardship programme you coordinate will be central to the experience of our supporters, and will play a vital part in our efforts to retain their support.

Key responsibilities

(Role holders will be required to undertake some or all of the duties below)

- Design, develop and deliver a digital-first supporter experience programme that provides outstanding stewardship and customer care to supporters of our Individual Philanthropy or Corporate and Foundation Philanthropy programme
- Produce supporter communications and impact reports for print and digital communications, in collaboration with the Communications Team

- Create, implement and evaluate donor giving journeys

- Develop stewardship plans for stewardship events and fundraising events and appeals, both in-person and online

- Oversee and support Giving Circles aligned with your dedicated supporter audience

- Work directly with supporters, and with Information and Insight colleagues, to research and understand the needs and behaviours of your dedicated donor audience

- Support colleagues in the Individual Philanthropy or Corporate and Foundation Philanthropy team to plan and deliver in-person donor visits and events

- Collect feedback and stories from donors, volunteers and beneficiaries, in collaboration with the Supporter Relations Officer

- Maintain strong, collaborative working relationships with colleagues at all levels of the University, across academic departments and professional services

- Monitor, evaluate and report on activities to inform the continuous improvement of our offer, meeting key performance indicators related to stewardship and retention of supporters

- Maintain a strong professional interest in the fields of Donor Experience and Supporter Relations, forming connections and identifying innovation and best practice to benefit York’s programme

- Maintain accurate records of stewardship activity, primarily using the Alumni CRM, in collaboration with the Supporter Relations Officer

- Support wider Supporter Relations activity when required

The above list of duties is not exhaustive and is subject to change. The post holder may be required to undertake other duties within the scope and grading of the post.
## Person specification

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<thead>
<tr>
<th>Qualifications</th>
<th>Essential / Desirable</th>
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<tbody>
<tr>
<td>Level 3 qualification. (Qualifications at this level include A levels. Please <a href="#">view the full list</a>. We also welcome applicants with equivalent non-UK qualifications or equivalent professional experience.</td>
<td>Essential</td>
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<tr>
<th>Knowledge</th>
<th>Essential / Desirable</th>
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<tr>
<td>Understanding of best practice in relationship management</td>
<td>Essential</td>
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<td>Understanding of the behaviours and motivations of major donors</td>
<td>Essential</td>
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<tr>
<td>Best practice in fundraising processes, activities and communications, including stewardship of major donors</td>
<td>Desirable</td>
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<tr>
<th>Skills, abilities and competencies</th>
<th>Essential / Desirable</th>
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<tr>
<td>Ability to write clearly, concisely and persuasively for reports and publications (including online publications); high standard of written English, grammar and spelling and able to assimilate complex information and present it in an accessible and attractive manner</td>
<td>Essential</td>
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<td>Strong IT skills with a good working knowledge of Google Suite</td>
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<td>Excellent interpersonal skills with the ability to communicate effectively with a wide range of people, orally and in writing, and using a variety of digital tools</td>
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<td>Ability to manage projects</td>
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<td>Good time planning and organisational skills; able to define priorities and work flexibly under pressure to meet demanding (and sometimes conflicting) deadlines</td>
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<td>Ability to use initiative and work unsupervised at times</td>
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<td>Collaborative; able to work across the Supporter Relations and wider OPPA team</td>
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<td>Accurate with good attention to detail</td>
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<thead>
<tr>
<th>Experience</th>
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<tr>
<td>Building and managing successful relationships</td>
<td>Essential</td>
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<td>Editorial for digital communications and/or print publications</td>
<td>Essential</td>
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<td>Project management</td>
<td>Essential</td>
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<td>Impact reporting activities</td>
<td>Desirable</td>
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<td>Devising, organising, and managing events</td>
<td>Desirable</td>
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<td>Experience of Raiser’s Edge or equivalent CRM</td>
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<td>Experience working in the Higher Education or charitable sector</td>
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**Personal attributes**

| Creative and innovative approach with a willingness to contribute fresh ideas | Essential |
| Strong commitment to exceptional customer care and professional standards | Essential |
| Enthusiasm for use of digital tools to engage audiences                      | Essential |
| Highly motivated to deliver projects to time, budget and quality; enthusiastic and resilient | Essential |
| Enthusiasm for philanthropy and its benefits to students, the University and wider community | Essential |
| Flexible and willing to work across different locations and outside regular working hours when required | Essential |
| Develops self and others                                                      | Essential |
| Actively champions respect, inclusivity, equality and diversity               | Essential |
| Identifies and implements continuous improvement                              | Essential |