Philanthropy Officer - Regular Giving (Maternity Cover)

Department: Office of Philanthropic Partnerships and Alumni [OPPA]

Hours of work: Full-time / 37 hours a week (Open for discussion on part-time working)

Contract type: Fixed term - 12 months

Salary: Grade 5 / £27,131 - £33,314 per year (reduced pro-rata for part-time working)
Main purpose of the role

To contribute to the development of Fundraising and Community Engagement strategy and successfully lay the foundations for donor progression. The Philanthropy Officer (Regular Giving) is a key role in the Fundraising Programmes team, working alongside the Community Giving and Leadership Giving officers to maintain and develop our existing fundraising programmes and contribute to the establishment of new income streams which will over time generate increasing philanthropic income to our regular giving programme at the University of York.

The post will suit an individual who has some experience of regular giving or fundraising at scale and is keen to further develop understanding of HE fundraising, organisation and communications within a dynamic team. Enthusiasm, emotional insight, good copywriting and an understanding of data will help you to succeed.

Key responsibilities

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

1. Role Specific Responsibilities

   A. Contribute to the development of the participation giving strategy for staff, students, alumni and friends, in conjunction with the Head of Fundraising and Community Engagement
      ● To work with University colleagues and departments to develop compelling Cases for Support, for the University that will encourage alumni and friends to donate to York and which align with York’s fundraising campaign priorities
      ● To support the development of sophisticated methods of selecting and targeting prospects from the Raisers Edge database in line with changes in fundraising solicitation guidelines and legislation, ensuring compliance with GDPR, fundraising regulator and Information Commissioner’s Office

   B. To manage and develop the University’s telephone fundraising operation known as YuCall;
      ● Manage the telephone call room, developing and improving processes including PCI compliance. This can include managing call shifts and training days during the calling campaign (evening and weekends) and others as necessary to support the supervisor team
      ● To recruit, train, supervise and motivate a team of up to 30 student fundraisers and senior fundraising team, including caller rota, payroll approval and reconciliation with payroll budget
      ● Monitor and manage the team’s performance, provide ongoing reviews, regular appraisals and coaching as well as additional training to maintain professional standards and identify talent

   C. To be responsible for the delivery of additional fundraising campaigns and appeals e.g. International and departmental/project specific campaigns.
      ● Prepare written materials for direct appeals including letters, emails and fulfilment packs, liaising with the Head of Fundraising Programmes and the OPPA communications team
      ● To implement integrated fundraising appeals across the telephone, direct mail, email and social media, targeted at alumni, staff, students and friends
D. Be a champion for Regular Giving and Philanthropy at the University of York

- To act as an internal and external advocate for fundraising and volunteering
- Other activities that the Director of OPPA and Head of Fundraising Programmes may assign from time to time
- To keep abreast of the professional and regulatory framework and new developments in regular giving and fundraising in general

2. University of York Responsibilities for Grade 5

Service and Operational Delivery

- Undertake day to day decision making for operational aspects of service or delivery, within a designated area of responsibility.
- Deliver services to standards set by others, using initiative and independent action to meet service needs.
- Manage the resolution of escalated issues or queries where the answer requires consideration and application of judgement.
- Where appropriate, solicit customer views on the nature and quality of the service provided.
- Make effective use of digital solutions to carry out operational activity and implement efficiency improvements.
- Act as a supportive and encouraging member of a team. For roles at this level with supervisory responsibilities, demonstrate compassion and give advice on commonly occurring wellbeing issues.

Continuous Improvement

- Monitor and review service or operational delivery in conjunction with line manager, recommending / implementing improvements to process, service or governance.
- Contribute to and/or initiate the development and improvement of methods of service delivery.
- Research, analyse and interpret data/findings, using standard methodologies to identify opportunities for improvement. Where appropriate, independently identify and source additional information for consideration.
- Proactively identify opportunities for building new personal knowledge and skills for self and others.

Specialist Contribution

- Provide detailed advice to internal and external stakeholders on service-specific policies, procedures and regulations.
- Carry out investigations, searches and research information and data to identify trends and patterns.
- Analyse data and statistics and provide reports for higher level decision makers.
- Provide expertise to support compliance with legislation and statutory duties.

Collaboration and Communication

- Establish, maintain and develop productive and ongoing relationships with colleagues across the University, to support service delivery and issue resolution.
- Contribute to business meetings, working groups and committees to enable efficient service delivery and manage stakeholder expectations.
- Engage with external peers and specialists to exchange knowledge and information.
- Use a range of digital media and tools to communicate with a diverse range of key stakeholders.
- Collaborate with team members to identify and implement service improvements or alterations.
**Governance and Oversight**

- Implement and monitor recognised procedures to ensure compliance.
- Provide training to team members on procedure e.g. data handling and recording.
- Ensure accuracy by implementing recognised and routine checks, assessment criteria and techniques.

**Planning and Organisation**

- Plan and organise own workload (and, where applicable, the workload of team members) to manage short term fluctuations and changing priorities.
- Contribute to longer term plans/programmes of work.
- Plan and organise small scale projects.

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

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<tr>
<th>Role Specific</th>
<th>Essential / Desirable</th>
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<tr>
<td>Proven experience of staff management: team-building skills, including leadership, motivation and developing a team.</td>
<td>Essential</td>
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<td>Budget monitoring- experience of managing and reporting on agreed budgets</td>
<td>Essential</td>
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<td>Experience of asking for, and closing donations</td>
<td>Essential</td>
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<td>Demonstrable relevant experience managing a regular giving programme</td>
<td>Desirable</td>
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<td>Experience of identifying and segmenting audiences via databases to increase levels of giving</td>
<td>Desirable</td>
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<tr>
<td>Experience of managing both financial and contact/relationship databases to store, retrieve and manipulate data</td>
<td>Desirable</td>
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<td>Experience of producing clear and effective written communications</td>
<td>Desirable</td>
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### University of York Person Specification for Grade 5

#### Qualifications:

Level 3 qualification. (Qualifications at this level include A levels. Please [view the full list](#). We also welcome applicants with equivalent non-uk qualifications or equivalent professional experience.

#### Skills - demonstrates the ability to:

- Manage small-scale projects                                               | Essential             |
- Gather, analyse, interpret and report data/information                     | Essential             |
- Use digital technologies including Google applications and/or Microsoft Office | Essential             |
- Communicate effectively in verbal and written formats, including the use of a variety of digital tools | Essential             |

#### Behaviours:

- Works collaboratively with others                                         | Essential             |
- Delivers a quality service                                                | Essential             |
- Develops self and others                                                  | Essential             |
- Actively champions respect, inclusivity, equality and diversity           | Essential             |
| Identifies and implements continuous improvement | Essential |