Job Description

<table>
<thead>
<tr>
<th>Job title:</th>
<th>Philanthropy Officer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Department:</td>
<td>Development</td>
</tr>
<tr>
<td>Location:</td>
<td>Murray Edwards College, New Hall, Cambridge, CB3 0DF</td>
</tr>
<tr>
<td>Purpose of role:</td>
<td>To manage the programme of fundraising activity aimed at generating a broad range of individual and regular gifts, and to take responsibility for oversight of the College’s legacy programme.</td>
</tr>
<tr>
<td>Line manager:</td>
<td>Head of Philanthropy</td>
</tr>
<tr>
<td>Line manages:</td>
<td>N/A</td>
</tr>
<tr>
<td>Financial responsibility:</td>
<td>N/A</td>
</tr>
<tr>
<td>Salary Band:</td>
<td>Band 5</td>
</tr>
<tr>
<td>Hours:</td>
<td>1 FTE - 37.5 hours per week</td>
</tr>
<tr>
<td>Working environment:</td>
<td>Office-based. Role may be eligible for hybrid working, please refer to the Hybrid Working Policy</td>
</tr>
<tr>
<td>DBS check required?</td>
<td>No</td>
</tr>
</tbody>
</table>

Overview of the role

The Philanthropy Officer is responsible for managing the programme of fundraising activity aimed at generating a broad range of individual and regular gifts at lower levels and for creating a culture of supporting the College within the alumnae community and beyond.

The post-holder will also take responsibility for oversight of the College’s legacy programme, this is likely to be an enormously valuable source of giving over the coming years.

The College

Murray Edwards is an outstanding, friendly community, with a pioneering history of promoting women’s leadership and achievement. Founded in 1954 as New Hall, the College is the newest of the women’s colleges in Oxford and Cambridge and has carved out a distinctive reputation for attracting women from a broad spread of backgrounds. We celebrate alumnae who have gone on to shape the world in the arts and literature; in science and medicine; in politics and public affairs; and in news and the mass media. Students, alumnae and Fellows speak of an extraordinarily strong attachment to the place and the people; our setting, among a world-class collection of women’s art, does much to create a healthy and inspiring place to teach and research.

The College now stands at an important juncture. As we approach our 70th anniversary, we need to push frontiers in all aspects of our work. We’ll invest in attracting students from all backgrounds, seeking out those who might not traditionally consider a Cambridge education. We’ll transform support for students, notably for post-graduate study – which is now mandatory for success across
many professions. We'll invest in this extraordinary site, enhancing buildings and facilities that have started to show their age. And we'll support our brilliant Fellowship and academic community by endowing core posts and investing in the pastoral and academic support we provide. The vision is to create the best setting in the world for women to learn.

Main duties and responsibilities:

- Plan and manage a range of solicitation strategies, potentially including: direct mail campaigns; telephone fundraising; giving days; digital fundraising campaigns.
- Establish a range of targets for each campaign and evaluate results against these targets.
- Oversee administration connected with these campaigns, including through ensuring prompt and accurate acknowledgement and banking of gifts.
- Understand new and emerging opportunities in individual giving and adjust the Murray Edwards programme to take account of these.
- Assess potential to begin fundraising from beyond the core alumnae community, for example from parents or retired and emeritus staff.
- Coordinate with other teams in the office as necessary.
- Oversee the development of a legacy marketing programme, segmenting the Murray Edwards community and developing targeted communications to inspire alumnae and friends to remember the College when they make a will. Establish a formal stewardship programme for legators.
- If time permits, establish a personal portfolio of potential donors to see and engage in the life and work of the College, asking them for support as appropriate.
- Any other duties that are within the scope, spirit, and purpose of the job, and as requested by the line manager.

Person Specification

Essential

- Experience of the general Development functions within the education or charity sector.
- Understanding of stewardship and retention strategies, to inspire the current donor community to continue to give.
- Knowledge of relevant regulations and legislation, for example GDPR and PECR.
- Outstanding written and oral communication skills.
- Excellent interpersonal skills.
- Proficient with MS Office.
- Possess initiative and have a positive, can-do attitude.
- The ability to work calmly under pressure, to prioritise and to meet deadlines.

Desirable

- Experience of delivering an individual giving programme, understanding the different elements which make them successful.
- Knowledge and understanding of the Collegiate University.
- Understanding of legacy fundraising and marketing.