



Job Description & Person Specification	
Post title: Regular Giving Officer	Post No: XXXXX
School or Department: CAMS: Communications, Admissions, Marketing and Student Recruitment	Date created: February 2022
Grade: G	Hours per week: 37
Fixed term end date (if applicable):	
Other requirements of the role:	
Immediate line manager: Regular Giving and Community Fundraising Manager	
Title & Grade of posts line managed by postholder: Supporter Relations Associate (E)	

Job purpose:

The Regular Giving Officer is a key member of the Development and Alumni Relations (DAR) team and is responsible for co-developing and overseeing the operational delivery of a diverse and ambitious regular giving programme.

The role holder will work to raise awareness of the importance of philanthropic giving to the University, acquiring new regular donors, retaining and upgrading existing donors to support building the pipeline for major gifts, in order to achieve a step change in regular giving. They will help to shape the long-term strategy to increase regular giving to the University and will be responsible for implementing the operational plans to build and sustain a diverse, multi-channel, sector-leading programme, that is a strategically important part of the University's philanthropy campaign.

Principal duties and responsibilities:

The role will encompass all of the following, but the balance of duties and responsibilities will be determined in discussion with the post holder's line manager:

1. Help shape and implement a new strategic plan for regular giving, which delivers a step change in approach and income and engagement, through a sector-leading and sustainable programme.
2. Produce plans to support the delivery of all aspects of the University's multi-channel regular giving programme (telephone, direct-mail, digital, reunion giving) including opportunities to develop new channels and encourage a wider range of participation, in order to diversify and increase income.
3. Proactively contribute to an integrated strategy that brings together alumni relations, community fundraising, volunteering and regular giving.
4. Line-manage the Supporter Relations Associate, and provide clear objectives, support, motivation and coaching, while retaining a focus on performance and KPIs.
5. Collaborate with colleagues to implement stewardship strategies to thank, aid retention and maintain the loyalty of regular donors, supporters, partners, and volunteer fundraisers.

6. Monitor and evaluate regular giving activity, producing data to aid accurate forecasting and actuals reports, demonstrating performance against agreed targets, impact, ROI and value to the University. Work with colleagues to continually identify areas for improvement.
7. Work with colleagues to ensure the Alumni, Supporters and Friends database (Raisers Edge) is utilised to its full potential.
8. Build and maintain effective working relationships and collaborate with academic and professional services colleagues across the University to maximise opportunities for the development of regular giving and engagement activities.
9. Keep up to date with latest innovations, trends and developments in the field (best practice, as well as changes in relevant legislation and regulation).
10. Champion change and new ways of working, leading by example by looking for ways to maximise the impact of activities in order to achieve goals.
11. Act as ambassador for DAR highlighting the importance of the team in delivering the University's strategic aims.

N.B. The post holder will be required to support the delivery of events, which may fall outside of core working hours i.e. evenings and weekends. This includes (but is not limited to) Philanthropy Team Events, Alumni and Regular Giving Events, Open Days, Graduation, Enrolment, Confirmation and Clearing, Commercial/Research Events, Student Events, External Events.

The post holder may be required to undertake any other duties, which may reasonably be required as within the nature of the duties and responsibilities of the post as defined, subject to the proviso that normally any changes of a permanent nature shall be incorporated into the Job Description in specific terms.

Personal Attributes		
Attributes	Essential	Desirable
Knowledge	<p>Knowledge of current theory and practice within the context of fundraising and alumni relations or a direct marketing environment</p> <p>Strong understanding of the fundraising mix and, in particular, strategies for developing a successful and sustainable regular giving/direct marketing and community fundraising programmes</p> <p>Knowledge of marketing principles of targeting and segmentation</p> <p>Experience in using CRM software to manage direct marketing campaigns and relationships with donors/customers</p> <p>Interest in and commitment to raising funds for higher education</p> <p>Knowledge of the legislative framework in connection with donations and data – taxation legislation, fundraising regulation, General Data Protection Regulation (GDPR), etc.</p>	<p>Knowledge of the strategic aims and ambitions of Nottingham Trent University</p> <p>Familiarity with the higher education sector generally</p> <p>Understanding of the ethos of giving to the higher education sector</p> <p>Knowledge of Raiser's Edge software</p>
Skills	<p>Excellent verbal and written communication skills</p> <p>Demonstratable proposal/copy writing skills and ability to tailor messaging to a range of audiences</p> <p>Demonstratable IT skills including data analysis using Excel, Access, Tableau or similar</p> <p>Ability to build strong working relationships with key stakeholders</p> <p>Ability to use tact and discretion</p> <p>Self-motivation and the ability to work on own initiative and constantly maintain a drive for success</p> <p>Strong project management skills with the ability to manage multiple activities and to prioritise under pressure of time and resources</p>	<p>Creative outlook and innovative approach to fundraising</p> <p>Ability to adapt to different circumstances and environments</p>

	<p>Ability to solve problems creatively and tackle challenges with enthusiasm and pragmatism</p> <p>Ability to prioritise and manage own work and time</p> <p>Ability to work calmly under pressure</p>	
Experience	<p>Direct marketing experience, including direct mail, telemarketing, digital and communication campaigns, fundraising strategies and producing and reviewing copy</p> <p>A proven record of working to and achieving agreed targets and outcomes</p> <p>Ability to produce insightful and accurate reports and data to demonstrate impact and identify areas for improvement</p> <p>Experience of data analysis and the utilisation of data to drive strategic decisions and marketing</p> <p>A strong understanding and experience applying data protection legislation.</p>	<p>Experience of working in regular giving within a university</p> <p>Experience of leading a team including, workload planning, personal and professional development</p>
Qualifications	Educated to degree level or equivalent	<p>A professional qualification in a related area (fundraising, marketing, communications, etc.)</p> <p>Evidence of further study or relevant professional training and ongoing professional development</p>

Competencies	
Essential Competencies	Desirable Competencies
<p>Team working: (Level 2) Contributes to team development, seeking and testing improvements to the team's outputs/service.</p> <p>Customer focus: (Level 2) Provides a quality service that is reviewed and developed regularly. Actively seeks feedback on services from customers and makes appropriate changes to service and to underpinning policy/strategy.</p> <p>Communicating and influencing: (Level 3)</p>	

<p>Communicates effectively with a diverse range of internal and external stakeholders and audiences, influencing and negotiating change.</p> <p>Leading and coaching (Level 2) Builds a productive team environment. Delegates appropriate tasks and supports colleagues to deliver better results. Develops and coaches individuals to improve their skills. Takes responsibility for the team and manages performance</p> <p>Entrepreneurial and commercial focus: (Level 3) Identifies and progresses business opportunities and opportunities for collaborative working externally and internally. Challenges assumptions and the status quo in order to enhance competitive advantage. Thinks creatively to maximise engagement. Tracks competitor activity.</p> <p>Creativity and innovation: (Level 3) Reviews, tests and implements new concepts, models and approaches to practice in support of service development and delivery</p>	
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[N.B All competencies should be drawn from the NTU Competency Framework]

Job Description and Person Specification created by: Kirsty Wilkinson, Head of Advancement and Alumni
