



Dear
World...

Yours,
Cambridge



Head of Regular Giving

Candidate Information Pack

February 2021

Message from Annamarie Phelps CBE

Dear applicant,

Thank you for your interest in the role of Head of Regular Giving at Cambridge University Boat Club (CUBC). You are applying to be part of the CUBC team at a very exciting time. As you may be aware, the high-performance rowing programmes at Cambridge came together into one club last year. Women and men, lightweights and heavyweights, sharing resources, facilities and expertise as never before to become a stronger whole. Our primary focus each year is to support our crews to win The Boat Races but also to have a positive impact on our university community and our students' futures. We are working in an unprecedentedly close way with the University of Cambridge and Development and Alumni Relations to ensure a sustainable future for our Club and the institution of The Boat Races.

At this historic moment, we are establishing the Cambridge Rowing Fund, an endowment that will ensure the University has a modern rowing programme of the very highest international standards in perpetuity. To realise our ambition, we want to reach out to the whole Cambridge rowing community. So, alongside the Endowment we are also launching a regular giving programme that will enable everyone who is part of the club and its wider family to support and be part of the effort to secure the future of the Boat Races and provide this most transformational of experiences for our students. We are looking for someone to be part of our team, to work closely alongside Development Alumni Relations and to lead this important regular giving programme.

At CUBC we embed excellence in everything we do, from access to world-class training programmes and facilities for our students, to the administrative running of the club. Our students inspire participation in sport, provide role-models who balance academic excellence with the challenges of

high-performance sport and inspire positive change in their communities. We will support the University's efforts to diversify its community and encourage more young people from under-represented groups to take up rowing. We are looking for someone who shares our vision and ambition for CUBC over the coming years as we focus on excellence, well-being and inclusion.

Rowing at the very highest level for Cambridge University is a profound, life-defining experience. It forges tight bonds, develops skills for life, and engenders a drive to excel that generations of scholar-athletes carry into their future careers, and their impact on society. Our role is to facilitate that journey. We hope you can be part of that team.

Yours sincerely,

Annamarie Phelps CBE

Club Chair

Cambridge University Boat Club



Job Description

Role purpose

The Head of Regular Giving will lead on the development, management and execution of a comprehensive and visionary regular giving programme that will mobilise support from the Club's alumni and friends worldwide. The postholder will be responsible for delivering solicitation approaches using the whole range of regular giving techniques including direct mail, digital campaigns and telephone.

The postholder will oversee the growth and development of the full range of activities which produce regular gifts, including the implementation of a "mid-value" giving strategy. The primary objective will be to build a culture of regular giving across the entire CUBC community and encourage broad-based support for the Club's philanthropic priorities.

You will be a highly organised and proactive individual who will have excellent interpersonal and communication skills with lots of creative ideas alongside the ability to analyse data and use the findings to secure the long-term future of the Club's regular giving programme.

Key duties and responsibilities:

- Develop and lead an integrated strategy to establish and sustain multi-year regular giving fundraising approaches to the broad CUBC community – alumni, family and friends worldwide, and have overall responsibility for implementing this strategy, using the most appropriate tools available which may include telephone, digital, direct mail or face to face activities.
- Develop a regular giving data strategy to ensure fundraising appeals are properly directed to potential donors and are cost-effective. Oversee any relevant data tasks which will enable increased personalisation of approaches to the CUBC community in order to further build relationships, acquire new donors, and retain and upgrade existing donors.

- Identify and assess progress against a series of agreed benchmarks in order to measure the impact and success of activities undertaken. Benchmark the regular giving programme against the best programmes in the UK and worldwide, attending networking events / meetings and away days where required.
- In consultation with CUBC, manage the strategic disbursement of all regular giving income across the Club; prepare expenditure proposals for approval as requested.
- Mobilise and lead a network of volunteers interested in supporting the regular giving programme and provide strategic advice and consultancy, to ensure a co-ordinated strategy for the agreed programme of regular giving campaigns.
- Prepare and manage detailed budgets for CUBC's regular giving activities and actively monitor the response and return on investment of different solicitation methods to ensure effective deployment of budgetary resources to meet agreed targets for participation and income.
- Oversee and approve all regular giving campaign written material including brochures, flyers, calling scripts, fulfilment packs; liaising where appropriate with Development and Alumni Relations colleagues in the donor communications team, the University's design team, external agencies and mailing houses.



Person Specification

Essential Knowledge, Skills and Experience

- Liaise with members of the Development and Alumni Relations Information Services team to ensure a consistent and accurate approach to data management within the office as well as ensuring compliance with the requirements of the Data Protection Act, Payment Card Industry Data Security Standard (PCI DSS), General Data Protection Regulation (GDPR), the Fundraising Preference Service (FPS) and The Privacy and Electronic Communications Regulations (PECR).
 - Develop and oversee a stewardship strategy for regular donors through systematic updates and the coordination and collection of feedback.
 - Lead on the development and implementation of donor-related policies, systems and processes acknowledging the CUBC's responsibilities to its donors and upholding the University's policies on the ethical acceptance of gifts and management of benefactions.
 - Contribute to the major gifts and alumni relations activities by identifying potential leads from the regular giving programme and communicating information to the appropriate Development and Alumni Relations colleagues.
 - Work to embed a legacy giving strategy into the regular giving programme.
- Educated to degree level and/or have an appropriate professional qualification
 - Extensive experience of regular giving campaigns in the charitable or HE sectors including experience of telephone, direct mail and digital solicitation.
 - A deep and thorough understanding of the importance of information management, including CRM and database management with a working knowledge of GDPR and other relevant legislation.
 - Ability to understand and interpret statistical data and calculations, with a proven working track record of data manipulation and analysis to inform and guide activity.
 - Excellent editorial and writing skills, with the ability to transform lengthy and complex information into concise, interesting and engaging copy for use in all types of media.



Person Specification

- Experience of producing high quality publications and working with designers, copywriters, printers and mailing houses.
- Ability to think creatively and a track record of putting good and innovative ideas into practice.
- Experience of working in complex organisations and meeting the interests and needs of a wide variety of stakeholders.
- Excellent organisational and time management skills with a proven ability to manage several projects simultaneously.
- A high level of interpersonal skills and an ability to interact confidently with colleagues, donors, alumni, senior academics, students and volunteers.
- A high level of computer literacy with experience of using a range of applications including Microsoft Office applications, especially Word and Excel.
- Knowledge and understanding of philanthropy and charitable giving, particularly in the Higher Education sector.
- The ability to work flexibly and to co-operate effectively as part of a team, whilst at the same time being able to display initiative and the ability to lead agreed programmes independently.
- The ability to adapt and learn on the job, keeping up to date with new fundraising trends and methods.
- Willingness to work outside normal hours when required.

Desirable Knowledge, Skills and Experience

- A working knowledge of legacy and mid-value giving campaigns.
- Knowledge of the issues in UK higher education funding.
- Experience of rowing or participation in high level competitive sport.



Terms and Conditions

Location

The role will be split between 1 Quayside, Bridge Street, Cambridge, CB5 8AB with time spent also at the CUBC premises in Cambridge and Ely.

The successful candidate may need to work remotely in the first instance.

We welcome discussions on flexible working.

Salary

£45, 000 - £50, 000/dependant on experience

Hours of Work

There are no conditions relating to hours and times of work but you are expected to work such hours and days as are reasonably necessary for the proper performance of your duties. Your times of work should be agreed between you and your line manager.

Probation period

6 months

Annual leave

20 days plus Bank Holidays

Pension eligibility

CUBC operates a standard stakeholder pension whereby currently the employee contributes 5% and the employer contributes 3%. These are the minimum levels set by government.

How to Apply

Please apply by emailing a copy of your CV and a covering letter highlighting your suitability for the position to Megan.Shale@admin.cam.ac.uk.

The closing date for this position is Wednesday 24 March, 2021.

The first round interviews are anticipated to take place over the week commencing 29 March, 2021.





CAMBRIDGE

UNIVERSITY BOAT CLUB



UNIVERSITY OF
CAMBRIDGE

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