

# Alumni Fund Officer

Department	Alumni and Development (www.strath.ac.uk/alumni/)		
Directorate	Marketing And Development Services (www.strath.ac.uk/mds/)		
Staff Category	Administrative and Professional	Reference No	400765
Reports To	Individual Giving Manager	Grade:	6
Salary Range:	£28756-£32344	Contract Type:	Open Contract
FTE	1 (35 hours/week)	Closing Date	08/10/2021

## Job Advert

The University of Strathclyde seeks to appoint an Alumni Fund Officer to work within the Alumni and Development team. This role will involve delivering a programme of fundraising activities to secure support for the University and its Alumni Fund.

You will deliver a range of fundraising projects and these will include: telethon campaigns, direct mail, digital projects (Giving Day campaigns), events and face-to-face fundraising. Working across the University, you will work with leading academic staff and talented students.

The University's Alumni Fund helps students to have an outstanding student experience by funding a range of projects including scholarships, international development and community programmes, teaching and learning experiences, and student-led projects. You will manage the bi-annual funding application process and raise awareness of the Fund to the student community.

This is an exciting time to be part of the Individual Giving team at Strathclyde as you will have the opportunity to establish and develop new fundraising projects. You will need to have strong project management skills and the ability to create impactful content across a range of fundraising channels.

The successful candidate will have fundraising experience (in the Higher Education or charity sector) and will be looking to take the next step in their career as a fundraising professional.

## Job Description

### Brief Outline of Job:

- Deliver a programme of Individual Giving fundraising projects to raise philanthropic support for the University's Alumni Fund.
- Project manage and develop existing projects, including the University's telethon campaigns, direct mail and digital Giving Day appeal.
- Develop and scale up new Individual Giving fundraising activity by testing new projects with the support of the Individual Giving Manager.
- Create engaging content to promote the Alumni Fund and fundraising projects.
- Organise, coordinate and promote the Alumni Fund funding application process.
- Raise awareness of the impact of the Alumni Fund to current students and staff.
- Deliver relevant events to support fundraising projects and steward existing donors.
- Achieve personal fundraising project targets and support the wider Individual Giving function and department targets.

## Main Activities/Responsibilities:

1.	Organise and deliver a telethon fundraising campaign with the support of the Individual Giving and Operations team. This will include: managing a complex timeline of operational activity, working with external agencies, recruiting and training student workers, data selection and reporting and monitoring.
2.	Organise and deliver new fundraising activities, including a digital Giving Day campaign, and monitor and analyse results.
3.	Produce engaging, high-quality and impactful written and digital content to communicate key messages and support fundraising activity.
4.	Support the planning and delivery of donor events which showcase the impact of donors support and promote future giving.
5.	Promote and lead the Alumni Fund funding application process, and prepare applications and reports when required for the Alumni Fund Board.
6.	Introduce a programme of activities to increase the awareness of the Alumni Fund to students and report on progress.
7.	Provide high quality stewardship to existing donors and support the Donor Relations Officer to encourage donor retention and reduced attrition.
8.	Seek support from potential donors through face-to-face meetings.
9.	Represent the A&D Office and the University in an exemplary, professional manner, both externally, and internally.
10.	Any other duties as may be required and which are appropriate to the grade and role of the post holder.

## Person Specification

### Educational and/or Professional Qualifications

(E=Essential, i.e. a candidate must meet all essential criteria to be considered for selection, D=Desirable)

E1 Educated to degree level or equivalent relevant experience.

### Experience

E2 Experience of fundraising or relevant equivalent (e.g. sponsorship or direct marketing).

E3 Experience of project management, including planning and delivery.

E4 Experience of using a contact management database (e.g. The Raiser's Edge).

### Job Related Skills and Achievements

E5 Knowledge of Individual Giving fundraising techniques and processes, including traditional and digital.

E6 Experience of managing complex projects and conflicting priorities.

E7 Ability to produce engaging, impactful and concise written fundraising content.

D1 Experience of organising and planning successful events.

### Personal Attributes

E8 Self-motivated, confident, driven and enthusiastic; ability to manage competing demands under pressure.

E9 Strong interpersonal skills with an ability to influence and collaborate with a range of stakeholders.

D2 Creative, innovative and proactive; able to generate new ideas for change.

D3 Interest in meeting donors and securing face-to-face gifts.

### Other Relevant Factors

E10 Willingness to travel in the UK and to work evenings/weekends.

## Application Procedure

Applicants are required to complete an application form including the name of three referees who will be contacted without further permission, unless you indicate that you would prefer otherwise. Applicants should also submit a Curriculum Vitae and a covering letter detailing the knowledge, skills and experience you think make you the right candidate for the job. Applicants should also complete the Equal Opportunities Monitoring Form.

## Other Information

Further information on the application process and working at Strathclyde can be found on our website (<http://www.strath.ac.uk/hr/workforus>).

Informal enquiries about the post can be directed to Karen Boyle, Head of Alumni and Development (Karen.boyle.100@strath.ac.uk)

### Conditions of Employment

Conditions of employment relating to the Administrative and Professional staff category can be found at: [Conditions of Employment](#).

### Rewards and Benefits

Our staff have access to a wide range of outstanding benefits that include financial rewards, family friendly and wellbeing benefits and career development opportunities, details of which can be found [here](#).

### Probation

Where applicable, the successful applicant will be required to serve a 9 month probationary period.

### Pension

The successful applicant will be eligible to join the Universities' Superannuation Scheme. Further information regarding this scheme is available from [Payroll and Pensions](#).

### Relocation

Where applicable, the University offers a relocation package to support new employees who meet the eligibility criteria. The relocation package is offered as a contribution towards costs incurred, and is designed to be flexible, allowing staff to use the financial support available in the way that will be most helpful to them. Further details are outlined in the Relocation Policy.

### Interviews

Formal interviews for this post will be held on 21/10/2021.

### Equality and Diversity

We value diversity and welcome applications from all sections of the community.

The University currently holds a Bronze Athena SWAN award, recognising our commitment to advancing gender equality in academia across all academic disciplines and professional and support functions.

### University Values

The University's Values capture what we're all about: who we are, what we believe in and what we stand for. [Our Values](#) have been derived from how we act and how we expect to be treated as part of Strathclyde.

