Development Officer (Alumni & Donor Communications)
Candidate Information Pack
May 2021
The Alumni & Development Office

The Alumni & Development Office at Queens’ College is responsible for fundraising and alumni and supporter engagement. The office is situated centrally in College, with scenic views of the river Cam, the famous Mathematical Bridge and buildings dating as far back as 1448. Our department is responsible for raising regular and major philanthropic gifts both from alumni and non-alumni, as well as fostering lifelong relationships between the College, its alumni and supporters, ensuring that the global community of more than 13,000 alumni is informed about new developments in College and actively engaged with its aims. We work collaboratively with Cambridge in America (CAm) and the Cambridge University Development & Alumni Relations Office (CUDAR) in order to maximise philanthropic opportunities for Queens’.

Ongoing support and training for development professionals is often provided by the Cambridge Colleges Development Group (CCDG).

Our Mission

Our mission is to increase alumni engagement and to support the College in delivering its strategic aims by ensuring that the financial resources required to realise these are made available through philanthropy and increased donor participation. Our fundraising aims to support student bursaries, Fellowships, the general costs of delivering first class education in a historic setting, and to increase our endowment, upon which we largely depend.

About us

Queens’ has one of the most successful development programmes in Collegiate Cambridge and it is therefore expanding its Alumni & Development Office team. The Alumni & Development Office is a dynamic, progressive and stimulating place to work. It is immersed in the life of the College and has regular interactions with other departments, Fellows and students. Our team has a strong work ethic and a keen understanding of the importance of innovative and collaborative working practices.

The department’s success is based on the collective efforts of its staff under the direction of the Head of Department and the Development Director. We encourage different perspectives and invest in our team. We are proud to work for one of the most well-known, diverse and widely respected colleges in Cambridge. Our team plays a particularly important part in upholding the College’s good reputation in all our interactions with its members.
Role Summary

Communications are crucial in order to keep alumni and supporters up to date with our aims and progress. The Development Officer (Alumni & Donor Communications) is therefore a key alumni relations role responsible for delivering the integrated communications strategies across different media platforms, ensuring clear communication with alumni and external stakeholders.

The post-holder will work particularly closely with the Senior Development Officer (Alumni Relations) who will help manage and oversee the communications strategy. They will be responsible for effectively communicating news and progress through its website, multiple publications and social media, whilst constantly evolving the communications to meet modern demands and tastes.

This is an exciting role within a dynamic office and requires understanding of the College’s strategies, excellent written communication skills and a working familiarity with a wide-variety of digital media. Teamwork, research, preparation, good interpersonal skills and attention to detail are also vital.

The role holder will report to the Senior Development Officer (Alumni Relations), Head of Department and Development Director.

Team Chart

Alumni & Development Office, Queens’ College
Job Description

Key duties and responsibilities:

Alumni Relations: Publications, Website and Social Media

- Production and distribution of print magazines, e-newsletters and fundraising literature, including writing copy, sourcing and/or commissioning articles, taking photographs and proof-reading. The College currently produces two editions per annum of the widely-acclaimed Bridge magazine and Floreat Domus and one edition of the formal Record magazine. The e-newsletter is normally produced quarterly.

- Facilitate an increase in the output of targeted fundraising and donor materials.

- Maintain and improve the Alumni & Development Office’s online and media presence, including its website (delivering its strategic, ongoing development), Facebook, LinkedIn and Twitter accounts to build awareness of Queens’ current activities and future goals.

- Help grow and co-ordinate the Queens’ Global Network through effective and inspiring communications via LinkedIn and other platforms.

- Foster good relations with current students, staff and Fellows through interviews and articles produced for the Alumni & Development Office.

- Actively market alumni relations activities through relevant media.

- Ensuring that website content produced for the Alumni & Development Office is accessible and formatted according to Web Content Accessibility Guidelines (WCAG) 2.0.

Other:

- To undertake any other duties and responsibilities appropriate with the post as directed by the Senior Development Officer (Alumni Relations), Head of Department and Development Director.
Person Specification

Qualifications, Skills and Experience

Essential:

- Well educated, preferably to degree level, or equivalent
- Excellent oral and written communication skills
- Able to promote interest amongst prospective donors in the goals of the College
- Ability to think creatively with proven competence and up-to-date knowledge of web technology and social media platforms
- Excellent inter-personal skills, with the ability to liaise effectively with people at all levels, ages and of varying backgrounds
- Meticulous attention to detail, including the ability to proof-read accurately
- Able to act independently and decisively when situations demand
- Excellent IT skills, including knowledge and experience of fundraising databases (preferably Raisers Edge)
- Self-motivated with a positive attitude, particularly during periods of high pressure
- Able to demonstrate all round flexibility and be prepared to work outside of normal working hours when necessary
- Experience in marketing and promotional communications
- Experience of social media and digital communication platforms

Desirable:

- Experience of working in a collegiate and/or charitable organisation
- Raisers Edge database experience
- Marketing and/or advertising/promotional experience
- Experience of face to face fundraising
- Knowledge of Web Content Accessibility Guidelines 2.0
- Knowledge of GDPR
**Remuneration and Benefits**

**Hours of work:**
Part time hours (0.80 FTE, 29 hours per week Monday to Friday with some flexibility). There may be a requirement to work additional hours according to the needs of the business; this may include attendance at events (evenings and weekends) for which time off in lieu (TOIL) will be granted.

**Salary:**
£28,384 to £32,247 pro rata per annum, depending on skills and experience

**Pension:**
Membership of the College contributory, final salary pension scheme after a qualifying period.

**Holiday:**
26 days per annum plus public holidays (pro rata if working less than five days per week)

**Other Benefits Currently Offered:**
- One free meal per day is offered during working hours (when College kitchens are open)
- Free annual health checks
- Free access to Physiotherapist
- Subsidised sports and social events
- Various sporting facilities
- Access to University Card which offers subsidised travel on U bus between Madingley Road Park and Ride and College
- Discounted membership of dental care and medical insurance schemes available
- After qualifying periods, length of service award and additional holiday entitlement