JOB DESCRIPTION
Engagement Fundraising Officer
Ref: N2806

<table>
<thead>
<tr>
<th>Job Title:</th>
<th>Engagement Fundraising Officer</th>
<th>Grade: 6</th>
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<tbody>
<tr>
<td>Department/College:</td>
<td>Philanthropy, Alumni and Supporter Engagement</td>
<td>Directly responsible to: Development Strategy and Operations Manager</td>
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<td>“Dotted” line responsibility to:</td>
<td>Head of Philanthropy</td>
<td>Supervisory responsibility for: The student fundraising team (c.30 students and 2 student supervisors) and the Engagement Fundraising Assistant (employed during campaign periods and on an ad hoc basis)</td>
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Other contacts
Internal:
Philanthropy, Alumni and Supporter Engagement team members.
Professional Services colleagues (notably in Finance, ISS and Security). Colleagues in the Regional Heritage Centre, Lancaster Arts, The Ruskin, the Defying Dementia team, the Colleges and the Management School alumni office. Current students. Staff donors.

External:
Alumni and non-alumni donors and other external University supporters. External suppliers (notably with payment service providers such as BACS, IATS, JustGiving, Blackbaud Merchant Services and software providers and print/design services). Members of the local community through fundraising volunteer work (e.g. the Defying Dementia charity shop, local groups that support University fundraising projects). Local businesses through sponsorship/fundraising connections.

Major Duties:
To carry out a programme of engagement fundraising, covering:

- Planning the annual workplan of engagement fundraising activities and deciding on the key fundraising messages/topics, in conjunction with the Head of Philanthropy and the Development Strategy and Operations Manager.
- Delivery of the Annual Fund programme of philanthropic engagement with alumni (both donors and non-donors).
- Delivery of the Community Fundraising programme, currently focused on: Defying Dementia, the Sanctuary Fellowship, the Ruskin and the Regional Heritage Centre.

To deliver the gift facilitation and web/social media presence to the wider fundraising team; leading on payment providers (in conjunction with the Finance Division) and being responsible for all giving mechanisms (e.g. online and paper donation forms, text giving, collection boxes etc.).

The key areas of responsibility cover:

Annual Fund programme of philanthropic engagement with alumni:

1. Plan and produce all solicitation, reciprocation and training materials, including telephone campaign script writing and fulfilment packs, direct mail/email campaigns etc.
2. Segment data for alumni fundraising prospects, identifying those most likely to donate and deciding on appropriate fundraising approaches and ask levels, in conjunction with Development Services colleagues.
3. Ensure the smooth running of the telephone campaigns (to take place across one to two terms, each of 4 to 6 weeks’ duration), carrying out the day-to-day running and administration of the telephone campaigns, including management of the call centres and call-room logistics during the campaign periods.

4. Recruit, train and manage the student call team.

5. Be the lead contact with the telethon software provider.

6. Ensure the compliant and smooth flow of data between fundraising software programmes (or mail houses etc.) with the University’s alumni database (currently The Raiser’s Edge), working in conjunction with the Development Services Manager.

Community Fundraising programme:

1. Plan and produce all solicitation and reciprocation materials for each of the current Community Fundraising projects, such as direct mail/email campaigns etc.

2. Work closely with the key contacts for each Community Fundraising project to understand their objectives and to ensure a clear understanding of responsibilities of each party in the planned activities, in conjunction with the Head of Philanthropy.

3. Provide the gift administration and record management for each Community Fundraising project on an ongoing basis.

4. Segment data for alumni fundraising prospects, identifying those most likely to donate and deciding on appropriate fundraising approaches and ask levels, in conjunction with Development Services colleagues.

Engagement Fundraising management and administration:

1. Recruit and manage the Engagement Fundraising Assistant.

2. Ensure that there are systematic procedures for accurate, timely and effective acknowledgement and recording of pledges and donations in conjunction with Divisional & Financial Officer and Administrative Assistant, providing direction and guidance on how to manage and acknowledge incoming donations.

3. Ensure that all Annual Fund and Community Fundraising documentation, materials and practices meet the Fundraising Regulator’s Code of Fundraising Practice.

4. Be responsible for the monthly accounting and recording of gifts to the Annual Fund/Community Fundraising projects.

5. Manage and account for day-to-day expenditure of the Annual Fund budget, reporting on a regular basis to the Head of Philanthropy.

6. To be responsible for the maintenance of filing systems for donor and campaign records.

7. In conjunction with the Stewardship Officer, carry out an effective donor stewardship programme (e.g. donor newsletters/updates, donor events etc).

Gift facilitation

1. Be the lead on all philanthropic payment providers - currently using BACS, Blackbaud Merchant and Payments Services, IATS, JustGiving, Charities Aid Foundation (and GAYE), Charities Trust and Donr.com.

2. Stay up to date on recent developments in philanthropic giving channels and be aware of innovation in this area, with a view to implementing the latest developments within our own processes.

3. Design and set up online donation forms (currently facilitated through Blackbaud Online Express/Blackbaud Merchant Services and IATS).

4. Design other giving mechanisms (e.g. paper donation forms) for Annual Fund and Community Fundraising purposes, and advise other fundraising team members on their donation form designs, ensuring data protection and Fundraising Regulator compliance whilst also allowing for effective data collection to allow ease of gift entry and ability to maintain ongoing contact with donors.

Web and social media presence

1. To be responsible for the monitoring, maintenance and updating of the Giving website, including associated websites such as the Defying Dementia web presence.

2. To ensure social media presence through specific accounts, where appropriate, and through co-ordination with the University’s central social media team and the Alumni Communications Manager.
Some evening and weekend work is required during telephone campaign periods (approximately 10-14 weeks per year).

Occasional attendance at alumni and donor functions.