



Sidney Sussex College  
University of Cambridge

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# DEPUTY DEVELOPMENT DIRECTOR

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CANDIDATE PACK

# HELLO



**I am delighted that you are considering this exciting opportunity to join us as our Deputy Development Director – contributing to the College’s philanthropic growth through stewardship, legacies and major gifts, and ensuring operational efficiencies across all activities.**

Sidney has a distinguished history which is apparent in its buildings, extensive gardens and list of members, past and present. Among these, Sidney can count politicians, four Nobel Prize winners, wartime code breakers, Grammy Award-winning musicians, film and opera directors, novelists, and TV personalities. Today, students, staff and Fellows find themselves part of a thriving close-knit community, where academic excellence, passions, and purpose are highly valued. This is a place where people feel immediately at home and make friends forever.

Sidney’s community is deeply committed to supporting the College’s goals: remaining open and inclusive to the brightest minds, regardless of background; excellence in teaching and research; enabling all students to fulfil their academic potential and flourish as individuals.

The impact of philanthropic giving has been taken to new levels in recent years. Sidney is able to offer fully-funded bursaries to all eligible undergraduates, support 11 teaching and research posts, open a new kitchen and catering facility, and recruit a dedicated specialist to lead a major, new student wellbeing programme.

## **SIDNEY’S NEW CHAPTER IN FUNDRAISING**



While there is a strong foundation of philanthropy, we are moving to a new strategy that seeks to build a more sustainable and resilient model of fundraising. Core to this strategy is strengthening the major gift, legacy, stewardship and data management programmes through:

- ❖ developing a culture of giving and instilling trust
- ❖ generating new and unrestricted income year-on-year
- ❖ improving stewardship to increase repeat gifts
- ❖ building robust operational systems
- ❖ enhancing the alumni relations and engagement programme.

For the last few years, Sidney’s annual alumni participation rate has been slightly lower than the collegiate university average. However, the College’s participation rate of donors who have given since 2011 is one of the highest in Cambridge and indicates that we have a great opportunity for growth if we build momentum and galvanise our alumni base.

As the Deputy Development Director, you will be joining us at an exciting time. I started in October 2021 and am looking

forward to implementing new ideas to accelerate fundraising activities. In this role, you will have a unique opportunity to co-develop strategies for stewardship, legacies and revenue operations, alongside building relationships with major donors. Strong leadership skills will also be key to this role’s success, with line management responsibility for the Database & Gifts Officer, Research & Data Officer and Development Assistant. You will also work closely with other members of the team, Fellows, staff, and students across the College and University who can help inform and support your plans.

Our expectation is for the Deputy Development Director to be an active and engaged member of the College community. Also reflecting the seniority and significance of this post, it will therefore come with dining rights and the opportunity to be considered for a Bye Fellowship<sup>1</sup> after a period of two years, based on performance.

I would be delighted to share more about our goals as you explore this role. And from my own experience of joining Sidney, I can promise you a warm and friendly welcome here at the College.

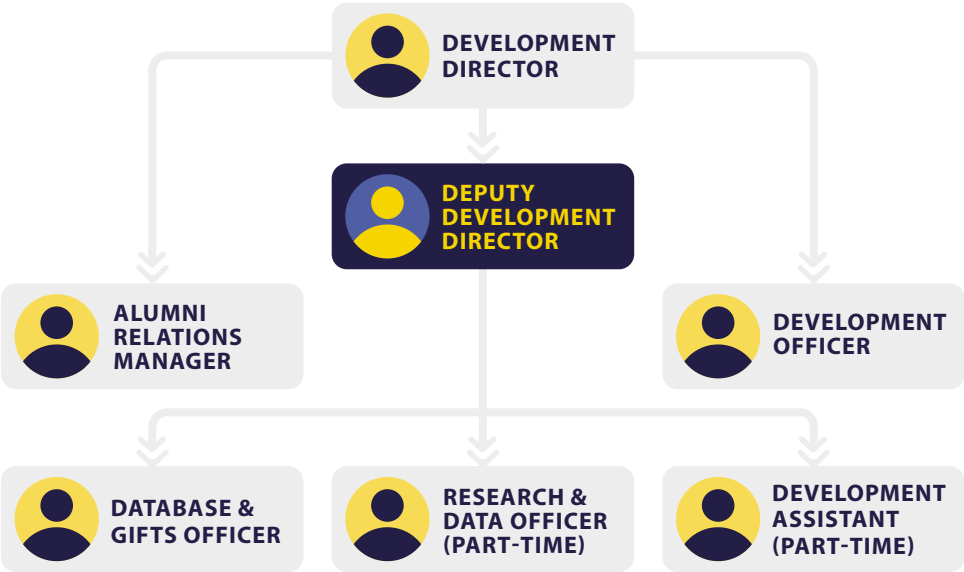
**Anna Baskerville**  
Development Director & Fellow

1. A Bye-Fellow is a distinguished position within the College community, who has dining and other privileges but no governance responsibilities or voting rights.

# SIDNEY SUSSEX COLLEGE

Sidney was founded on St Valentine's Day in 1596 as a result of a generous bequest from Lady Frances Sidney, Countess of Sussex, and was named in her honour. The College has flourished in the years since the 16th century, in large part through the involvement and generosity of its alumni and wider circle of friends.

Located in the heart of the historic city of Cambridge, Sidney Sussex College was founded in 1596 and is the youngest of Cambridge's "old colleges". We are proud of our 425 year history and are eager to meet the challenges of our time. The College is home to a mutually supportive community of Fellows, students, and staff who work together to sustain a vibrant living and learning experience for all. The College's charitable purpose is to promote education and research. It is a centre of academic excellence and actively fosters intellectual curiosity, engaged debate, and research across the entire academic community. The College's ambition is



to enable all its students to fulfil their academic potential and to flourish as individuals in doing so. We believe that to be as open and inclusive as possible is crucial to achieving these objectives.

Sidney is currently led by the Master, Professor Richard Penty, who will be stepping down from this role at the start of the 2023/24 academic year, when the new incumbent will be Professor Martin Burton. There are 80 Fellows, over 100 staff, and around 630 undergraduate and

postgraduate students. The College is a registered charity, and the administration of the College is the responsibility of the College Council as trustees of the charity.

The College has had an active engagement and fundraising programme for some 8,000+ alumni and friends overseen by the Development and Alumni Relations Office. The team has six full time equivalents overall, as shown in the organogram.



# JOB DESCRIPTION

## REVENUE OPERATIONS AND DATA



- Analyse and interpret a range of data to assess performance and effectiveness, provide strategic insight, and ensure appropriate acquisition and retention levels.
- Lead and strengthen all revenue operations, ensuring that gifts are processed, reconciled, and thanked in an efficient and accurate manner, and that gift agreements are completed for all donations over £5,000.
- Oversee the workload of the Database & Gifts Officer, Research & Data Officer and Development Assistant to ensure efficiencies and management of priorities.
- Ensure compliance with College protocols and data laws, and ensure processes and communications conform to GDPR requirements.
- Direct and develop the database strategy; main contact for Blackbaud, our CRM provider to ensure efficiencies, utility and upskilling across the team.
- Adhere to best practice in prospect cultivation, solicitation and stewardship. This will involve collaboration with other development staff across the University in line with agreed principles and protocols.
- Support the Database & Gifts Officer/ Research & Data Officer in producing the Annual Development Questionnaire and reports for the Development Director, Development Committee, College Council and the Governing Body.

## STEWARDSHIP & DONOR RELATIONS



- Lead and strengthen the College's stewardship programme and, working with the Data & Gifts Officer and Development Assistant, ensure that reports and other communications are sent to major donors in a timely manner.
- Oversee arrangements with other team members for targeted dinners/receptions/ events, maximising existing events and College high tables among others, for major gift prospects and donors as part of cultivation and stewardship activities, including the 1596 Foundation, Master's Circle etc.

## LEGACIES



- Lead and develop the strategy for legacy fundraising which seeks to generate circa 20% of the College's annual philanthropic income.
- Proactively identify and approach prospective legacy donors, and respond to legacy enquiries, offering guidance and encouragement as appropriate.
- Co-ordinate the Lady Frances Sidney Circle to recognise and thank legacy donors during their lifetime.
- Design, produce and update a legacy brochure and other communications, including the legacy pages on the Sidney website.

## FUNDRAISING



- Play a crucial role in ensuring that philanthropic income for the College's core priorities rises in a steady and sustainable manner year-on-year.
- Build and manage a portfolio of 75-100 current and prospective donors and legacy pledgers, with capacity to donate or bequeath between £10,000 – £500,000.
- Write bespoke proposals and gift agreements where required.
- Achieve an agreed annual meeting target (phone and/or face-to-face) and personal income targets.
- With the Development Director and team, develop and strengthen an articulated donor pipeline and prospect discovery for the office.
- Support the Director in developing a five-year major gift strategy that focuses on acquisition and retention, and increasing participation rates across targeted countries, ages, and subjects (among other segmentations).

## OPERATIONAL & STAFF MANAGEMENT



- Deputise for the Development Director and manage the day-to-day running in the Development Director's absence.

- Management responsibility for the Database & Gifts Officer, Research & Data Officer, and Development Assistant, along with other casual staff and interns.
- Ensure that the office runs smoothly on a day-to-day basis, that resources are best allocated and that systems and process are fit for purpose.
- Take minutes and actively contribute to the Development Committee, alongside representing the Development Director and the Development Office in general.

## OTHER



- Identify and implement strategies to make efficiencies across all department activity.
- Regularly report activity and progress with the Development Director and facilitate team meetings.
- Regularly liaise and integrate with CUDAR's fundraising team, and across other colleges.
- Attend events and represent the College in Cambridge and elsewhere in the UK and overseas, in a way which effectively promotes the College and enhances its reputation.
- Be part of the College's appraisal scheme, undertake training as required, and be responsible for your own health and safety in the workplace.
- Undertake any other reasonable request or duties commensurate with your post.

# PERSON SPECIFICATION

## EXPERIENCE & QUALIFICATIONS



- ◊ Demonstrable fundraising experience (trusts and foundations, legacies, major gifts or regular giving) within a charity, higher education or equivalent organisation; or experience in a customer relations or stewardship role working with high-net-worth individuals; or significant experience as a project manager.
- ◊ Experience of managing a small and diverse team, with a deep understanding of the 'hands-on' approach needed.
- ◊ Good general level of education, including a degree or equivalent.
- ◊ Excellent communication skills, both oral and written.
- ◊ Experience of events organisation.
- ◊ [Desirable] Knowledge of databases, gift processing, and best practice for revenue operations, including tax efficient giving and legacy fundraising in both UK and international markets.

## SKILLS & ABILITIES



- ◊ Demonstrable leadership skills.
- ◊ Outstanding level of attention to detail and accuracy, and ability to deal with confidential matters and act with discretion.

- ◊ Capable of managing a diverse workload, often under pressure and to tight deadlines.
- ◊ Ability to think tactically about the relations between potential donors and fundraising goals.
- ◊ Ability to act independently and decisively on behalf of College when the situation demands.
- ◊ Exceptional interpersonal skills with the ability to liaise with people at all levels and backgrounds, combined with an understanding of social etiquette and cultural sensitivity.
- ◊ Capable of representing the College at the most senior level.

## ATTITUDES



- ◊ Dynamic and proactive individual who inspires the confidence, enthusiasm and support of colleagues, alumni and donors.
- ◊ Collaborative, team player.
- ◊ Adaptable, flexible and prepared to work non-regular hours and to travel.
- ◊ Be comfortable with arranging meetings and soliciting gifts.
- ◊ Have an interest in, and support for, the ethos and aims of Sidney Sussex College and higher educational fundraising.



*Sidney Sussex College is committed to equality of opportunity and encourages applications from groups which are under-represented in senior posts in Cambridge.*

# TERMS AND CONDITIONS

## LOCATION



Sidney Sussex College  
Sidney Street,  
Cambridge CB2 3HU

## SALARY



Based on experience, salary range £42,155 – £51,805, which are points 48-55 on the University single pay spine. Salary progression within this range is discretionary.

## REPORTS



Reports into the Development Director. Line manages the Data & Gifts Officer, Research & Data Officer and Development Assistant.

## PRIVILEGES



The post carries dining privileges, and the opportunity to be considered for a Bye Fellowship after a period of two years, based on performance.<sup>2</sup>

## HOURS OF WORK



The post is full-time, 37.5 hours per week, requiring a dedicated candidate who will work such hours as are necessary to fulfil the responsibilities of the post. Flexibility will be required including working some evenings and weekends for attendance at events. Specific additional hours worked at weekends or full weekday evenings will normally only qualify for TOIL if agreed in advance and are in line with operational requirements.

## ANNUAL LEAVE



33 annual days leave, including public holidays.

## EQUALITY



If you have a disability, then please tell us if there are any reasonable adjustments that we can make to help you in your application, or with our recruitment process.



## PENSION



Membership of the USS contributory pension scheme (current contribution rates are 9.8% by the employee and 21.4% by the College as the employer).

## ADDITIONAL BENEFITS



- Free meals in the College servery when open whilst on duty.
- Agile working policy.
- Family friendly policies in place.
- Generous sick pay for employees out of probation.
- Subsidised gym on site, plus access to University Sports Centre at subsidised rates.
- Cycle to Work scheme.
- Free flu vaccination.
- Use of College Library.
- Long Service Award (ten, twenty, thirty and forty years).
- Local discounts using University of Cambridge card.
- Training and development opportunities.

*All subject to eligibility and availability. Full details available on request.*

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# HOW TO APPLY

This search is being conducted exclusively for Sidney Sussex College by Caithness Consulting.



**Eilish McDowell**

**Will be the Consultant who will lead on this role.**

## CONTACT DETAILS



+44 (0)7720 249200



[eilish@caithnessconsulting.co.uk](mailto:eilish@caithnessconsulting.co.uk)

We pride ourselves on our candidate centred approach and welcome initial confidential discussions with potential candidates before deciding to apply.

Should you wish to do so, please contact Eilish to arrange a convenient time. Alternatively, please submit a copy of your CV to Eilish along with a covering letter outlining why you believe you are a good fit for this role.

Anna Baskerville, Development Director, would be pleased to have a conversation with you prior to applying.

**CLOSING DATE: MONDAY 6TH MARCH 2023 INTERVIEW DATE: 16 MARCH 2023**



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University of Cambridge

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[www.sid.cam.ac.uk](http://www.sid.cam.ac.uk)



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