

Job Description



Job Title:	Development Officer (Fundraising and Research)
Department:	Development Office
Business Unit:	Admissions, Communications and Development
Line Manager:	Head of Development

Job Purpose:

The role holder has two key areas of responsibility:

To support the successful delivery of the *No Limits* Fundraising Campaign by developing and managing an annual direct mail, telephone and digital fundraising campaigns, with a primary focus on increasing regular giving in support of the School's bursary programmes. The role holder will also support School wide sponsorship opportunities.

To manage, analyse, interrogate, maintain and improve the data held on the School's stakeholder database. This will include undertaking proactive research that identifies new sources of funding, including from: individuals, organisations (including sponsorship), trust and foundations and develops the prospect base; as well as supporting the Principal, Director and Head of Development to manage their prospect pools.

Main Responsibilities:

1	<u>Fundraising and Sponsorship</u> <ul style="list-style-type: none"> To develop, implement and manage, with the support of the Director and Head, the School's regular giving and sponsorship programmes through a range of innovative and targeted mailed, telephone and digital campaigns. In collaboration with colleagues plan, organise and deliver an annual giving day to coincide with the School's Foundation Week celebrations. Work with colleagues, the Watsonian President and the Parent's Association on large scale fundraising events, including gala dinners. Support the Director and Head of Development with trust and foundation applications, including managing grant reporting. Support and complement the work of the Charity Committee, keeping up-to-date with regard to key partners charities and staff/ pupil fundraising. To assist the Director and Head with the successful delivery of the <i>No Limits</i> fundraising campaign. Work closely with colleagues to ensure that appropriate donor stewardship and recognition processes are in place. Reviewing and updating these as necessary. This will include inputting into the planning and delivery of the School's annual programme of donor cultivation and stewardship events. To support the team with the creation of the annual donor report, which will include writing features. Develop channels that both promote and engage current staff and pupils in the work of the Development Office and, in particular, fundraising. 	40%
2	<u>Research and Data Analytics</u> <ul style="list-style-type: none"> Develop a programme of research that will help identify key stakeholders capable of providing financial support to fundraising and sponsorship 	40%

	<p>priorities.</p> <ul style="list-style-type: none"> ● Utilise the School's historic records and archives to capture information about former staff and pupils on the stakeholder database. ● Prepare briefing notes for colleagues (including the Principal and Governors) for events and individual prospect meetings. ● Responsible for inputting into event, fundraising and other communication lists. ● Utilise data mining techniques and other insights to devise seating plans and align relevant hosts to guests. ● To identify Watsonians of interest for potential stories in publications. 	
2	<p><u>Database (CRM)</u></p> <ul style="list-style-type: none"> ● Manipulate financial data to produce reports for the Director, Head of Development and Volunteer Boards that track income against targets. ● Provide complex data exports for IDPE and CASE to ensure Watson participates in benchmarking reports for alumni engagement and fundraising. ● Develop and maintain the Prospect Module to ensure that it supports colleagues with the tracking and management of their prospect lists through the different solicitation stages. Ensure that relevant data is being captured to allow for useful monitoring and reporting. ● Responsible for complex exports of data sets for mailings, events, benchmarking and other activities. This includes working directly with mailing houses to ensure data is properly transferred to letters, mail carrier sheets, donation forms, etc. 	15%
3	<p><u>Other</u></p> <p>Support the work of the Development Office by undertaking other duties as specified by the Line Manager.</p>	5%
Key Contacts and Working Relationships:		
<ul style="list-style-type: none"> ● Build and maintain effective relationships with a wide range of internal and external individuals and stakeholder groups, including: current staff and Watsonians (former pupils and staff, and current parents) to support the delivery of department and School strategies. ● First point of contact for enquiries relating to the regular giving programmes. ● Builds networks with external suppliers, eg mailing houses, print suppliers. ● Provides support and advice to colleagues, the Principal and other volunteers supporting the fundraising programmes, based on their research and data analysis. ● Supports the team with the delivery of the School's programme of events and meets a wide range of stakeholders. This requires evening and weekend working. ● Active member of the Blackbaud User Group and attend other relevant sector meetings and conferences to keep up to date with new developments, legislations and best practice. 		
Planning and Organising:		
<ul style="list-style-type: none"> ● Responsible for managing and prioritising own areas of work, ensuring that competing projects are delivered on time. ● Through 1:1s ensure the line manager has a clear understanding of achievements against objectives. ● Responsible for managing a successful regular giving programme, ensuring key messages and stories are targeted to the right audience and distributed in a regular and timely manner. ● Manages data exports for a busy schedule of events, mailings, etc. Working with colleagues on communication deadlines and liaising with mailing houses and print companies to ensure data is supplied in time to meet distribution deadlines. ● The role holder is responsible for the successful delivery of telephone fundraising campaigns, which will include recruitment, training and support for a team of pupil callers. ● Responsible for planning and delivering complex fundraising events, which could include gala dinners that have auctions and other sponsored elements. 		

Problem Solving and Decision Making:
<ul style="list-style-type: none"> ● Resolve complex and routine problems from a range of individuals, using their own knowledge and expertise to find solutions. In particular this will relate to database systems where there have been issues with compliance related to charity legislation, GDPR and data protection, caused by processing or data manipulation errors. ● Sets overall standards and protocols for managing mailed, telephone and digital fundraising tactics, ensuring compliance across the team and school, as appropriate; and ensuring compliance with relevant legislation. ● Manage complaints from individuals relating to GDPR and use of personal data held of the Development Office stakeholder database; in some circumstances, where this has been escalated by colleagues. Reporting these to the Bursar where there may be a need to report breaches to the ICO. ● Responsible for writing operational documentation and protocols, related to data capture, management and use, that others follow and adhere to. ● Responsible for the management of the CRM system RENXT, which includes using own knowledge and expertise to decide on the most appropriate table and field structures required to support fundraising and stakeholder engagement. This will include writing guides and protocols for the use and storage of data and training staff to ensure understanding and compliance.
Resources and Requirements:
<ul style="list-style-type: none"> ● Responsible for planning and delivering an annual giving programme, which will require a budget to cover print, postage and salary costs. The role holder will outline their budget requirements and once approved will be expected to deliver activity within agreed parameters. ● The role holder will require the support from others in the team, as well as temporary staff to help deliver the telephone fundraising campaigns.
Knowledge, Skills and Experience:
<p>Essential:</p> <ul style="list-style-type: none"> ● Previous experience working in a fundraising or membership team, which should include an understanding of prospect management and pipelines, research and donor stewardship ● Research experience, utilising online and other resources to help segment and target different stakeholder groups ● Advanced user of Raiser's Edge or similar CRM database system ● Understanding of data protection, GDPR, PECR and Scottish Charity legislation ● Excellent interpersonal and communication skills (verbal and written) ● Good planning and organisation skills ● Good team working skills – collaborative in approach ● Must work responsively and flexibly to meet the demands of the role ● Sound decision and judgement making ability ● High levels of attention to detail and accuracy ● Diplomatic, discreet and demonstrates high integrity ● A willingness to become involved with the Watsonian community outside normal working hours.
<p>Desirable:</p> <ul style="list-style-type: none"> ● Experience of supporting the delivery of a range of fundraising programmes, including mailed and phone campaigns ● Understanding of charitable giving, including gift aid ● Previous web editing/ use of content management systems ● Experience of managing social media channels in a business/ work context