

Person Specification

This form lists the essential and desirable requirements needed in order to do the job.

Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

Job title: Regular Giving Officer

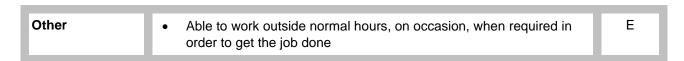
Department/Division: Philanthropy & Global Engagement (PAGE)

Accountable to: Head of Regular Giving

Competency	Evidence	E/D
Knowledge and Experience	 Educated to degree level or equivalent Experience of contributing to the delivery of regular giving materials or activity, such as direct mail appeals, donor e-newsletters, 	E E
	stewardship mail pieces, impact reports, web articles, thank you letters and events.	E
	 Experience of creating a meaningful donor experience for supporters, leading to increase in donor loyalty. Experience of managing the acknowledgement process, including 	E
	coordinating and writing thank you letters.	E
	 Understand how to use donor journeys to increase donor loyalty. Experience of producing stewardship materials such as donor enewsletters, stewardship mail pieces, impact reports, including content gathering, writing, designing and data segmentation, to a 	Ē
	timeline and within budget Experience of producing and sending mass email communications	D
	through content management systems	D
	 Experience of creating new and/or improving processes to improve reporting and ability to monitor success, including tracking of KPIs Experience working with a complex donor/client relationship database and understanding the importance of adhering to 	D
	fundraising data processes Experience of using design software, such as InDesign or Canva, to	D
	create short reports or documents Experience working in a large complex organisation	D
	Experience of working in a higher education or charity environment, and empathy with and understanding of the issues facing higher education globally and in the UK	D
Communication	 Exceptional verbal and written communication skills, and ability to demonstrate impact through use of words, style and tone Ability to create compelling and successful stewardship materials 	E E

	Ability to convey information in a clear, concise and accurate manner	E
	Excellent standards of accuracy, consistency, and meticulous attention to detail	E
	Excellent grasp of English grammar and spelling	E
Liaison and Networking	 Build effective relationships across PAGE, in particular the Supporter Relations Team, to ensure a collaborate approach to stewardship and ensuring regular giving stewardship aligns with the wider stewardship matrix. Able to work across PAGE and the wider School to gather content and impact stories to enhance the regular giving stewardship 	E
	 communications. Manage relationships with external suppliers to deliver stewardship communications, such as mailing house, postage consolidators, and designers. 	E
	Develop an external network of contacts in the HEI and charity sector for stewardship best practice.	E
Teamwork and Motivation	Able to work with colleagues across PAGE and the School to develop effective and productive relationships	E
	Input into wider team strategy and collaborative approach to working within the Regular Giving team	E
Initiative and Problem Solving	 Proactive approach to work, with ability to use initiative Positive attitude and ability to problem solve and be solution focused when day-to-day problems occur Able to recognise when a problem or task should be referred to others 	E E
Planning and Organising Resources	Excellent organisational skills with evidence of strong project management and planning skills	E
	 Ability to manage/balance multiple projects, producing high quality work to tight deadlines and within budget 	E
	Confident in analysing data to draw conclusions and inform future strategy	E
	Able to manage and prioritise own workload	
Service Delivery	Able to set and deliver high service standardsAbility to think creatively to design and implement innovate ways of	E E
	 stewarding donors at the £1-1k level. Excellent technical/digital skills, with ability to use and learn new digital platforms for mass fundraising. Excellent IT literacy, including ability to use Excel to a high level 	E
	such as compiling and manipulating large quantities of data into a useable format.	E





E – Essential: requirements without which the job could not be done.
 D – Desirable: requirements that would enable the candidate to perform the job well.