



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	<ul style="list-style-type: none"> • Educated to degree level or equivalent 	E
	<ul style="list-style-type: none"> • Experience of contributing to the delivery of regular giving materials or activity, such as direct mail appeals, donor e-newsletters, stewardship mail pieces, impact reports, web articles, thank you letters and events. 	E
	<ul style="list-style-type: none"> • Experience of creating a meaningful donor experience for supporters, leading to increase in donor loyalty. 	E
	<ul style="list-style-type: none"> • Experience of managing the acknowledgement process, including coordinating and writing thank you letters. 	E
	<ul style="list-style-type: none"> • Understand how to use donor journeys to increase donor loyalty. 	E
	<ul style="list-style-type: none"> • Experience of producing stewardship materials such as donor e-newsletters, stewardship mail pieces, impact reports, including content gathering, writing, designing and data segmentation, to a timeline and within budget 	D
	<ul style="list-style-type: none"> • Experience of producing and sending mass email communications through content management systems 	D
	<ul style="list-style-type: none"> • Experience of creating new and/or improving processes to improve reporting and ability to monitor success, including tracking of KPIs 	D
	<ul style="list-style-type: none"> • Experience working with a complex donor/client relationship database and understanding the importance of adhering to fundraising data processes 	D
	<ul style="list-style-type: none"> • Experience of using design software, such as InDesign or Canva, to create short reports or documents 	D
	<ul style="list-style-type: none"> • Experience working in a large complex organisation 	D
	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Exceptional verbal and written communication skills, and ability to demonstrate impact through use of words, style and tone
<ul style="list-style-type: none"> • Ability to create compelling and successful stewardship materials 		E



	<ul style="list-style-type: none"> • Ability to convey information in a clear, concise and accurate manner • Excellent standards of accuracy, consistency, and meticulous attention to detail • Excellent grasp of English grammar and spelling 	E E E
Liaison and Networking	<ul style="list-style-type: none"> • 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 communications. • Manage relationships with external suppliers to deliver stewardship communications, such as mailing house, postage consolidators, and designers. • Develop an external network of contacts in the HEI and charity sector for stewardship best practice. 	E E E E
Teamwork and Motivation	<ul style="list-style-type: none"> • Able to work with colleagues across PAGE and the School to develop effective and productive relationships • Input into wider team strategy and collaborative approach to working within the Regular Giving team 	E E
Initiative and Problem Solving	<ul style="list-style-type: none"> • 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 E
Planning and Organising Resources	<ul style="list-style-type: none"> • Excellent organisational skills with evidence of strong project management and planning skills • Ability to manage/balance multiple projects, producing high quality work to tight deadlines and within budget • Confident in analysing data to draw conclusions and inform future strategy • Able to manage and prioritise own workload 	E E E E
Service Delivery	<ul style="list-style-type: none"> • Able to set and deliver high service standards • Ability to think creatively to design and implement innovate ways of 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 such as compiling and manipulating large quantities of data into a useable format. 	E E E E



Other	<ul style="list-style-type: none">• Able to work outside normal hours, on occasion, when required in order to get the job done	E
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E – Essential: requirements without which the job could not be done.

D – Desirable: requirements that would enable the candidate to perform the job well.