



Job Description

This form summarises the purpose of the job and lists its key tasks. It is not a definitive list of all the tasks to be undertaken as those can be varied from time to time at the discretion of the School, in consultation with the postholder.

Job title: Regular Giving Officer

Department/Division: Philanthropy & Global Engagement (PAGE)
Accountable to: Head of Regular Giving

Job Summary

In November 2021 **The London School of Economics and Political Science (LSE)** launched the public phase of Shaping the World, a major philanthropy and engagement Campaign. It is helping to deliver a new strategic direction that will preserve and build on LSE's status as a world leading social science university, educating brilliant minds and creating knowledge that can transform global societies for global impact.

LSE's **Philanthropy and Global Engagement Division (PAGE)** serves, engages and cultivates a reciprocal relationship with alumni and friends, staff and students, volunteers, donors, global partners, organisations and the wider community to increase engagement, philanthropic income and strategic partnerships for agreed School priorities.

The **Alumni and Supporter Engagement** function in PAGE delivers an engaging programme of services, resources, events, communications, donor relations, giving and volunteering opportunities for alumni, donors and other friends. It consists of four areas: **Alumni Engagement, Supporter Relations, Regular Giving, and Communications**. Within this, the Regular Giving team coordinates, plans and delivers a programme of activity to encourage gifts to the School in support of strategic priority areas.

The **Regular Giving Officer** will help deliver a diverse, multi-channel regular giving programme, with a particular focus on implementing donor journeys for key audiences. They will also play a key role in creating stewardship content and ensuring an excellent donor experience for all donors to the regular giving programme.

Main responsibilities include:

- Working with the Regular Giving Manager to implement donor journeys for our key audiences, with a particular focus on the stewardship part of these journeys.
- Supporting the delivery of LSE's multi-channel regular giving activities, including direct mail, digital content, and stewardship activities including events.
- Assist with gathering and creating content for appeals and stewardship collateral, including web articles, video content, donor reports and e-newsletters, demonstrating the impact of regular giving donations.



- Managing the acknowledgement process for all regular giving gifts, including coordinating and writing thank you letters, managing cancelations and lapsed donor processes.
- Manage and deliver the screening of regular giving donors for legacy and major donor referrals, and together with the Regular Giving & Legacy Marketing Manager ensure the successful movement of prospects both up and down pipelines.
- Be the main point of contact for regular giving inquiries, including management of the regular giving inbox.

Duties and responsibilities

Delivery:

- Assisting the Regular Giving Team to deliver a comprehensive donor journey including but not limited to:
 - Contributing to the delivery of regular giving appeals, both postal and electronic, through assisting with content gathering and data segmentation
 - Leading on the creation and delivery of a first-time donor welcome pack and journey
 - Gathering and creating content for stewardship communications
 - Leading on the delivery of regular donor e-newsletters
 - Assisting with the creation of stewardship mail pieces, including impact publications
 - Sourcing and writing web articles
 - Liaising with the Communications team to gather and edit video content
 - Helping to deliver events for regular giving donors
 - Leading the seasonal card process and delivery of these to regular giving donors
 - Other ad hoc activity such as anniversary cards
- Create a meaningful LSE donor experience for regular giving donors, with donors understanding the impact of their philanthropy and leading to increased donor loyalty.
- Manage the acknowledgement process for all regular giving gifts, including coordinating and writing thank you letters, managing cancelations and lapsed donor processes.
- Manage and deliver the screening of regular giving donors for legacy and major donor referrals, and together with the Regular Giving Manager (Mid-Level & Legacies) ensure the successful movement of prospects both up and down pipelines.
- Be the main point of contact for regular giving inquiries, including management of the regular giving inbox.

Content creation:

- Gather content and create collateral for both appeals and stewardship communications; including but not limited to:
 - Sourcing and writing impact stories for written publications
 - Working with the Communications Team to produce impact stories for the campaign website
 - Working with the Communications Team to produce video content
 - Using content management system to produce, schedule, and send donor e-newsletters



- Using products such as InDesign or Canva to produce smaller bespoke reports
- Working with the Systems & Data Team to segment data and ensure correct data for mailings and email communications
- To think creatively about how to present impact, implement new ideas and identify opportunities to increase donor loyalty.

Processes:

- To work with the Regular Giving & Legacy Marketing Manager and Philanthropy Research colleagues to support building processes to ensure effective pipeline management and successful movement of prospects both up and down the pipeline.
- Ensure that all stewardship actions are recorded accurately on the CRM to enable consistent tracking.

Collaboration & Internal stakeholders:

- To proactively build and maintain excellent working relationships with PAGE colleagues, in particular the Supporter Relations Team, to embed a collaborative approach to stewardship and ensuring regular giving stewardship aligns with the wider stewardship matrix.
- To foster collaborative working relationships with colleagues across the School to gather content and impact stories to enhance the regular giving communications. This may include Finance, Financial Support Office, Comms Team and Departments and Divisions.

Analysis and evaluation

- Assist the Regular Giving Manager on analysing appeal performance and reporting for stewardship activity, including producing monthly KPI reports, quarterly overviews, and appeal analysis to help inform future strategy.
- When relevant, disseminate data analysis and reporting to support others across PAGE.

Other

- Be a professional representative for PAGE and the School.
- Demonstrate a high level of discretion in dealing with confidential information.
- Stay proactively engaged with the latest best practice from the regular giving, marketing and HE fundraising sectors and take responsibility for personal professional development.
- Perform other duties as the Head of Regular Giving may from time to time request.

Flexibility

To deliver services effectively, a degree of flexibility may be required in the duties performed in order to meet the exigencies of service. Job roles may also naturally develop over time and ongoing substantial changes to a role will be discussed between line managers and their staff, with job descriptions updated as and when appropriate.

Equity, Diversity and Inclusion (EDI)

LSE is committed to building a diverse, equitable and truly inclusive university. All posts (and post holders) will seek to ensure diversity and inclusion, while opposing all forms of unlawful and unfair discrimination on the grounds of age, disability, gender identity, marriage and civil



partnership, pregnancy and maternity, race, nationality, ethnic or national origin, religion or belief, sex and sexual orientation, or social and economic background.

Ethics Code

Posts (and post holders) are assumed to have a responsibility to act in accordance with the School's Ethics Code and to promote the principles and values that the Code enshrines. The Ethics Code clearly states that the whole LSE community, including all staff, students, and governors of LSE, are expected to act in accordance with the principles which are set out in the Code. As such you are required to read and familiarise yourself with it. The School's Effective Behaviours Framework is designed to support this Code. It sets out examples for the six behaviours that all staff are expected to demonstrate, these can be found on the following link: [click here](#)

Environmental Sustainability

The post holder is required to minimise environmental impact in the performance of the role, and actively contribute to the delivery of the LSE Environmental Policy.