



St Catharine's College
Cambridge

Fundraising Manager Candidate Pack



Photo credit: Nick Saffell

Letter from the Director of Development

Dear prospective candidate,

I joined St Catharine's in 2007 and slowly began to build a strong team around me with the support of the Master and Fellows, launching the first College campaign in 2009.

The campaign was to raise £30 million for an important building project – latterly called The McGrath Centre, as well as funding teaching posts and student support. There were many challenges to overcome in building a strong giving culture to the College across our alumni base, improving the reliability of contact and business details, developing a vibrant communications strategy, implementing an extensive events programme and increasing major face-to-face fundraising. We completed the St Catharine's campaign in 2016.



The McGrath Centre opened in 2013 and is a modern, multi-purpose building that houses an auditorium, foyer, bar and meeting room, creating a multipurpose space for events, conferences, teaching, concerts and socialising. The auditorium provides tiered retractable seating for up to 154 delegates, fully equipped with customisable lighting and audio-visual facilities.

During the St Catharine's campaign, I strengthened my position as Development Director within the Fellowship and also the Alumni and Development team within College, building respect for my office and embedding a culture of philanthropy within the College.

We appointed a new Master, Professor Sir Mark Welland, in 2016 and set about crafting a strategic plan for the College. Over a 16-month period, a group of us worked with staff, students and fellows to produce a strategy, which translated into a £65 million fundraising campaign – 'Our College Our Future'. The strategic plan can be viewed [here](#).

The 'Our College Our Future' campaign was launched in January 2019. Its objectives are to strengthen and sustain St Catharine's for the benefit of our students for generations to come. The campaign will enable the College to invest in first-class teaching and research, provide generous student support, enrich College life and execute a planned renewal of our buildings and spaces. To date, we have raised £55 million of the £65 million and we are striving to complete the campaign in 2023. For further information about the current campaign, please click [here](#).

St Catharine's has a vibrant and dynamic community. A range of recent news articles can be viewed [here](#).



Success of the campaign thus far

Following the impact of the pandemic and some of my key staff moving on with their careers, we have evaluated the shape and form of the Alumni and Development Office (ADO) at St Catharine's and are moving forward with recruiting three new posts. The new look ADO is based on advice from More Partnership, the leading fundraising consultancy in the field at present.

Over my years at St Catharine's, I have learnt much and am well respected in our field across Cambridge. I have been chair of the Cambridge College's Development Group and the CDDC Cambridge Development Directors Committee and I have a very good feel for what works well in Alumni and Development Offices across our City.

I am keen to recruit this important new role in my team, sharing my extensive experience as we continue to strengthen support for St Catharine's. I do hope you will apply for this exciting opportunity.

Yours sincerely,

Deborah Loveluck

Deborah Loveluck
Fellow and Director of Development (2007)

Introduction

St Catharine's College (affectionately known as 'Catz') is a welcoming, thriving and vibrant academic community of approximately 1,000 students, Fellows and staff located in the heart of Cambridge. We are known as a friendly College and one with a real sense of community.

Founded in 1473, St Catharine's is one of the 31 Colleges in the University of Cambridge and is dedicated to a legacy of academic excellence, ambition, diversity and welfare. We are committed to ensuring our students realise their academic and personal potential, empowering them to make a difference in the world. Our vibrant community includes scholars from a wide range of backgrounds, reflecting the society we pledge to serve. We are a college that believes in access and diversity and are committed to supporting students of all educational and social backgrounds.

St Catharine's has one of the longest established and most successful Development and Alumni offices of Collegiate Cambridge with a long history of commitment to philanthropy. We are proud of the Our College, Our Future campaign which has raised £55 million to date, for student support and research as well as historic renovations and innovative improvements of both the fabric of buildings and the new spaces it has been possible to create.

For more information about the College, please visit: www.caths.cam.ac.uk.



Photo credit: Tobia Nava

The Position

We are now looking for an exceptional individual to join our team in the newly created position of Fundraising Manager. The Fundraising Manager is a position within the Development and Alumni Relations team and reports to the newly established Head of Fundraising.

The major focus of the position will be to build relationships that facilitate gifts from known and new prospects. The postholder will be able to build on the momentum and success of the campaign, and play an important role in ensuring that St Catharine's continues to attract philanthropic funding.

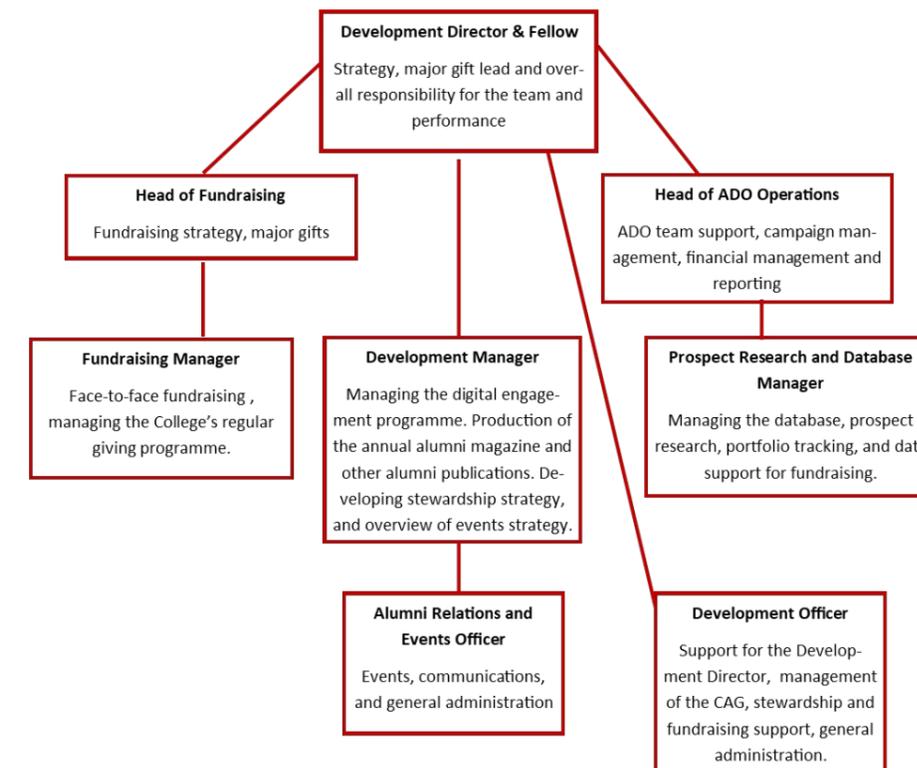
This is an exciting opportunity for a fundraiser who wants to focus on regular giving from our alumni base, prepare for and manage the annual fund and telephone campaign, and establish new relationships to secure philanthropic gifts in support of College priorities. You will have outstanding communication and relationship building skills and experience in a fundraising environment and/or alumni relations.

Development and Alumni Relations at St Catharine's College

St Catharine's College has an exceptional track record in philanthropic fundraising. The College is fully engaged and committed to development.

The College's Development Office is responsible for all development activity within Catz, namely fundraising and alumni relations, with associated support activity such as the maintenance of the development database and the alumni website. They provide support in areas such as a regular giving programme, events, prospect research and gift administration.

There are over 8,500 addressable alumni on the database with whom the College maintains warm relationships. Typically, more than 15% of these alumni donate each year. For more information about the Our College, Our Future campaign, please visit <https://campaign.caths.cam.ac.uk/>.



The team is currently undergoing a restructure. In addition to the Development Director, there are currently 4 team members and we are looking to expand the team to 8 members. We are a hardworking and creative team who enjoy running a vibrant communications and events programme. We are passionate about fundraising for the College community.

Job Description

Reports to: Head of Fundraising

Primary Responsibility

The Fundraising Manager is responsible for: securing mid-level gifts (£5 – 50K) through the face-to-face solicitation of College alumni and friends; raising funds through management of the regular giving programme; and working with the Development Manager to steward donors.

The success of the Alumni and Development Office (ADO) depends on the flexibility and ethos of its staff. The Fundraising Manager should, at times, be prepared to engage in other Office activities of importance to the team and to the College.

Main Duties and Responsibilities

- Securing four and five figure gifts through face-to-face cultivation and solicitation of College alumni and friends.
- In conjunction with face-to-face/zoom fundraising meetings working on securing new legacy pledges and strengthen relationships with existing legators.
- To manage and further develop the College’s regular giving programme, with the aim of improving both alumni participation and overall philanthropic revenue in conjunction with the Development Manager and supported by the Development Officer. This includes managing College telephone campaigns, annual giving days, direct mail appeals and e-appeals, as well as overseeing administration of the College’s Annual Fund, with the support of the Development Officer.
- Working with the Head of Fundraising and others in the team on the ongoing stewardship of donors.
- Providing financial reporting for the Annual Fund and regular giving programme.
- Representing the Alumni and Development Office within College, and representing the College at external events.
- Organising the annual gathering of student representatives from the MCR and JCR to raise awareness of the work of the Alumni and Development Office amongst the current students, and promoting student involvement in ADO work where appropriate.
- Managing the Colleges Fundraising relationship with Cambridge in America to ensure that this revenue source is maximised.

This is not an exhaustive list of duties and the post-holder may be required to undertake different tasks and other related duties, commensurate with the post, as required.

Personal Specification

Qualifications

- Educated to first degree level or equivalent.

Skills and Experience

- Successful track record in managing regular giving programmes and telephone fundraising campaigns ideally gained within a Higher Education context.
- Previous experience working within an Oxford or Cambridge Development Office.
- Competence with MS Office suite and relational databases.
- Experience of the Raiser’s Edge.
- Strong written communication and numeracy skills.

Attributes

- Strong intellectual capacity with keen attention to detail.
- Able to think creatively, with a positive approach to problem solving.
- Able to form positive relationships with alumni, students, staff and others who have a stake or interest in the College.
- Able to work on their own initiative and as a part of a small team.
- Possess patience, tact and political sensitivity needed to manage relationships within College and with its external supporters.



Terms and Conditions

Location: St Catharine's College, Cambridge, CB2 1RL. We are open to discussing hybrid working.

Salary: In the region of £34,000 FTE per annum

Hours of work: Full time hours are 36.25 hrs per week (to be worked between 9am-5.15pm). The role requires working outside of office hours, UK and occasional overseas travel.

Probation period: 6 months

Annual leave: 25 days plus bank holidays (pro rata for part-time employees)

Pension eligibility: Generous defined contribution pension provision with salary sacrifice arrangements.

Other benefits include:

- A lunch allowance for use in the College Dining Hall (when on main site).
- Tax-Free Childcare and Cycle to Work Voucher Schemes.
- Access to training and development opportunities.
- Use of a small on-site gym.
- Private Health Care purchase scheme.
- Access to staff wellbeing and employee assistance support.
- Life assurance (death in service benefit) with probate and bereavement support.

Equal opportunities:

Please see our [Equal Opportunity Policy Statement](#). St Catharine's College is committed to ensuring our HR practices identify and support individuals who may need adjustments due to a disability.

How to apply:

Please apply by submitting a copy of your Curriculum Vitae (CV) and a Covering Letter highlighting your suitability for the position, by 9 am on 11 February 2022 by email to Ms Maxine Flynn, HR Manager at hr.manager@caths.cam.ac.uk.

Interviews for this position will take place on 18 February 2022.

If you have further queries about this post, please contact Deborah Loveluck at: development.director@caths.cam.ac.uk.



CONTACT US

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