

Job Description

Job Title: Development Officer (Individuals)
Department: Development & Alumni Relations Office
Guildhall School of Music & Drama
Grade: C
Location: Guildhall School of Music & Drama
Responsible to: Development Manager (Individuals)
Responsible for: n/a

Appointed Candidates Signature:

Please sign and date here upon receiving your offer of employment

I confirm I have read the Job Description below:

Full Name:

Signature Date:

Purpose of Post

Development and Alumni Relations at the Guildhall School

The Development & Alumni Relations Office (“DARO”) at the Guildhall School is responsible for securing revenue and capital income from a wide variety of philanthropic sources including individuals (major gifts and regular giving programmes), grants from trusts and foundations, legacy gifts, corporate support and fundraising events.

It is also responsible for managing and growing mutually beneficial relationships with alumni of the School, Fellows and other supporters.

The team works closely with academic and administrative departments across the School, partner organisations, the Guildhall School Trust, the Board of Governors and other senior volunteers to maximise support for the School, its students and alumni.

Purpose of Post

The Development Officer (Individuals) is a key role in the Development and Alumni Relations team. The post-holder will work within the team focusing on individual giving activity with a specific remit to raise unrestricted philanthropic income and acquire new donors to the Guildhall School through a range of fundraising programmes. As with every member of the team, the Development Officer will be committed to providing the highest level of service to external and internal stakeholders.



Key Relationships

- Development Manager (Individuals) (line manager)
- DARO and Advancement team members
- External and internal stakeholders, such as staff, students and senior volunteers
- Alumni, fellows, former staff, parents of students, supporters and prospects

Main Duties & Responsibilities

Individual Giving

1. To work with the Development Manager (Individuals) creating and implementing a multi-year, long-term strategy for regular and valued donors giving up to £5k and assisting the Development Manager with the stewardship and cultivation of individual donors and prospects (£5,000+).
2. To plan and manage annual regular giving activity (generally gifts under £1,000), its associated programme(s) and related appeals on behalf of DARO. These activities may include, but are not restricted to:
 - a. Appeals
 - b. Anniversary or activity-related fundraising appeals
3. To work closely with the DARO colleagues to ensure that the full potential of the School's regular giving prospect pool is realised in an effective, timely and appropriate way and also provides a sustainable pipeline of future long-term donor relationships
4. To identify and prepare appropriate data sets for specific direct mail, digital and telephone appeals in liaison with the data team
5. To manage and maintain correct records of donors and prospects, their giving and institutional interactions on the department database (Raiser's Edge)
6. To work closely with the Development Officer (Organisations) and Corporate Affairs colleagues to ensure that regular giving appeals are integrated into the institutions and DARO's communications strategies
7. To achieve personal financial, donor acquisition and interaction targets through regular giving activity, which have been agreed on an annual basis with the Development Manager (Individuals) as part of the wider Individual Giving Strategy, and to contribute to the philanthropic income of the School as a whole
8. To coordinate stewardship and cultivation events for donors, working with DARO colleagues and Faculty to agree the content and format of each event, and working



with the Development Administrators and Facilities team on event logistics.

9. To support the organisation of other events for supporters and prospects as required
10. To manage, plan and implement an annual programme of fundraising appeals that complement other fundraising activities
11. To write persuasive appeal content and to liaise with colleagues within DARO and the Corporate Affairs team on the production of attractive and effective appeal materials
12. To manage relationships with suppliers, such as mailing houses or digital email service providers
13. To manage and develop processes to receive and acknowledge donations and to address any queries or concerns raised by recipients of appeals, including briefing DARO and other colleagues as appropriate
14. To manage and implement the team's 'Thankathon' campaign to ensure yearly phone contact with regular givers to the School
15. To manage and promote the Guildhall Circle & Patrons programmes ensuring that members are able to access priority booking and other benefits as they require
16. To support and advise on miscellaneous under £1,000 fundraising programmes
17. To maintain good relationships with staff at all levels in the academic and administrative departments of the Guildhall School, students, Governors, Trustees of the Guildhall School Trust and Development Fund, and external supporters and stakeholders
18. To represent the Guildhall School and Corporate Affairs division at various School performances, events and external functions outside usual working hours
19. Actively seek to implement the City of London's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties.
20. Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.
21. To undertake any other duties that may reasonably be requested appropriate to the grade



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Person Specification

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Guildhall School of Music & Drama

Grade: C

Trent Position number:

DBS Criterion:

No DBS

Security Vetting Criterion:

No security vetting is required

Politically Restricted Post Criterion:

This post is *not* politically restricted

Please find below the qualifications, experience and technical skills required to undertake this post. Each criterion will be assessed at application (**A**), interview (**I**) or test (**T**) as indicated below.

Experience Required

1. Ability to develop and implement fundraising appeals and activities. (A) (I)
2. Excellent written communication skills with the ability to write persuasive and engaging content for fundraising appeals. (A)
3. Excellent verbal communication skills with the ability to successfully develop productive relationships with an external network of alumni, donors and potential supporters of the School. (A) (I)
4. Able to use own initiative with the flexibility to prioritise effectively and coordinate more than one project at once. (A) (I)
5. Ability to act as an external ambassador for the Guildhall School and its activities. (I)
6. Ability to develop and sustain relationships with Guildhall School colleagues and students. (A) (I)
7. Ability to develop an awareness and sensitivity to the distinctive issues faced by the School's students and graduates and able to respond imaginatively to the challenges that these create.
8. Interest in the performing arts, particularly music and theatre (A) (I)
9. Demonstrable experience in a similar fundraising, communications or stewardship role is essential (A) (I)
10. Experience of achieving personal financial targets through fundraising activity is essential (A) (I)
11. Experience of working in an HE environment or the performing arts industry (A) (I)
12. Experience of using fundraising/relationship databases (A) (I)



Technical Skills & Knowledge

1. Good knowledge of Raiser's Edge or other fundraising/relationship databases is essential. (A) (I)
2. High level of proficiency in Microsoft Office including Outlook, Word, Excel, PowerPoint and DotDigital or Mailchimp (A) (I)
3. Good working knowledge of the Data Protection Act and tax-efficient giving (e.g., Gift Aid) and their implications in development work (A) (I)
4. Good awareness of the Institute of Fundraising's Codes of Fundraising Practice or equivalent (A)
5. Good understanding of the strategic role of development, supporter and alumni relations within a major international institution or organisation (A) (I)

Other Relevant Information

1. 35 hours per week. Regular out-of-office-hours working is required in order to meet with donors and represent the School at performances and events for which time off in lieu may be available.

Recruitment – Note to Applicants

The qualifications, experience and technical skills will be used in the decision-making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s) and experience. It is essential you address the criterion marked as (A) on your application form in the section for supporting information, this will be the minimum criteria for shortlisting.

Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.

Summary of Terms and Conditions of Employment

This summary is given as a guide and is not intended to form part of an individual's contract of employment.

Salary

The salary range for this job is **£36,900 - £40,850**, including Inner London Weighting, inclusive of all allowances. This figure will be reviewed annually from 1 July in line with the pay award for other salaried staff within the City of London Corporation.

Contract

The position is offered on a permanent basis.

Hours of Work

Normal hours of work are 9.30am – 5.30pm, being 35 hours per week excluding lunch breaks, Monday-Friday but the postholder shall be expected to work the hours necessary to carry out the duties of the position.

Frequency and Method of Payment

This is a monthly paid appointment, and salaries are credited to a Bank or Building Society Account on the 11th of each month.

Annual Leave

There is an entitlement of 24 days annual holiday. There are subsequent increases to entitlement to annual holiday according to length of service.

Sickness Absence and Pay

The City of London Corporation has a comprehensive Occupational Sick Pay scheme, details of which can be found in the Employee Handbook which will be made available to you upon commencement.

Pension

You will automatically be admitted to the City of London Corporation's Pension Scheme. Employees contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary.

If you do not wish to join the Scheme you must make a formal declaration stating, you wish to opt out. You may contact the Pensions Office directly should you have any queries relating to the Local Government Pension scheme and your entitlements under this scheme.



Continuous Service

If you join the City of London Corporation without a break in service (subject to certain exceptions) from another body covered by the Redundancy Payments (Local Government) (Modification) Order 1999, your service with that institution will count for the purpose of continuous service. The amount of continuous service which you have will affect your entitlement to certain contractual benefits, for example, annual leave, sick leave and maternity leave. A full explanation of Continuous Service is contained within the Employee Handbook.

Probationary Period

You will be employed initially on a six-month probationary period. Should either party wish to terminate the employment during this period, then one week's notice will be required on either side, except for summary termination for gross misconduct.

Notice Period

Two months' notice by either party after satisfactory completion of probationary period.

Learning and Employee Development

The City of London provides for financial support and time off for staff to study for appropriate qualifications which relate to their duties or undertaking professional skills update training. There is also an in-house programme covering more general training needs.

Employee Volunteering Programme

The City Corporation, in line with its aims to contribute to a flourishing society, shape outstanding environments and support a thriving economy, offers employees paid special leave time during normal hours to encourage employees to volunteer their time and skills to Volunteer Involving Organisations (VIOs) operating within the Square Mile, London and beyond.

Full-time employees may take up to 2 days or 14 hours per year in which to volunteer, between 1 January and 31 December. For temporary and part time employees these hours are adjusted pro rata. Volunteering time can be taken in smaller bite size e.g. 2 hours a week over 7 weeks, where this can be accommodated by the City Corporation and meets the requirements of the volunteer organisation.