



Royal College of Art
Postgraduate Art & Design

ROYAL COLLEGE OF ART JOB DESCRIPTION

Post:	Interim Deputy Director, Philanthropy
Department:	Development & Alumni Relations
Grade:	SM 1
Responsible to:	Director of Development & Alumni Relations
Contract:	Interim

Background:

The Royal College of Art is the UK's only entirely postgraduate institution of art and design, dedicated to teaching, research and knowledge exchange with industry. The RCA has been ranked the number one university-level institution for art & design, internationally, for the eighth consecutive year according to the QS World University Rankings by Subject, 2021.

The College currently has some 2,700 students registered for Graduate Diploma, MA, MRes, MPhil and PhD degrees, and this is set to rise to 3,000 in coming years. The majority of postgraduate teaching and research supervision is delivered by the RCA's four Schools: Architecture, Arts & Humanities; Communication; Design, with each School led by a Dean of international standing and a recognised in their field.

In addition, the RCA has a number of established and planned research centres: the Helen Hamlyn Centre for Design; the Material Science Research Centre (which includes the Burberry Materials Futures Research Group); the Intelligent Mobility Design Centre, the HELIX Centre, and future centres in Computer Science and in Drawing. The RCA is also home to one of the UK's most successful university incubators, InnovationRCA.

Our People

The RCA's Royal Visitor (Patron) is HRH Prince of Wales; its Chancellor is Sir Jony Ive, and the Pro-Chancellor and Chair of Council is Sir Peter Bazalgette. The RCA's Vice-Chancellor - the CEO of the institution - is Dr Paul Thompson. The RCA has more than 450 permanent staff, including internationally renowned artists, designers, architects, theorists and curators. These staff, together with an innovative pedagogy, world-class technical facilities and research centres, all contribute to an exceptional environment and a remarkable record of graduate employment. Generations of eminent graduates have created far-reaching impact and influence, such as Barbara Hepworth, Bridget Riley, David Hockney, Sir Ridley Scott, Sir James Dyson OM, Asif Kapadia, Thomas



Royal College of Art

Postgraduate Art & Design

Heatherwick, Chris Ofili, Tracey Emin, Jake & Dinos Chapman, Christopher Bailey, Idris Khan, Chantal Joffe, Sir David Adjaye, Erdem, Monster Chetwynd, Oscar Murillo and Lina Lapelyte.

Strategic Plan 2022–2027

The RCA recently launched a new five year strategic plan.

This plan, published on the RCA website, embraces the roll out of a new model of delivery for our taught postgraduate programmes; underscores our commitment to being the world's most research-intensive post graduate art & design university; and commits to a number of Equity and Diversity goals which will lead towards the RCA becoming an anti-racist institution.

Purpose of Role

The role of Interim Deputy Director Philanthropy will steward a key role in the RCA Development and Alumni Relations team, working closely with both the Director and the Vice Chancellor, the Deputy Director, Major Gifts and Operations and the team's two Heads (Events and Major Gifts) to manage a personal portfolio of principal gifts prospects and donors at the 7-figure plus level (towards the GenerationRCA campaign target) and support the Director of Development in the smooth running of the team.

Introduced in 2016 - as part of an investment into the DARO team in readiness for the campaign launch - in 2022 the Deputy leadership role remains as vital as ever, as the team moves into an exciting new stage of GenerationRCA, with a philanthropic focus on 'People'. Seeking funding for new Professorial posts and a significant US-model scholarship endowment, GenerationRCA has raised over £87m in the last 4 years, exceeding targets for the 'Places' and 'People' pillars, enabling a brand-new STEM + D campus to be built at Battersea, and for new research centres to be established, in new areas for the College, such as Intelligent Mobility, Digital Visualisation, Materials Science, and Robotics. It has also established the GenerationRCA Endowment, which will be a key focus in the next phase of the campaign, to allow talented individuals from under-represented communities to study at the RCA.

The post will have a mix of philanthropic and operational responsibilities, and the ideal candidate will have a strong background and proven skills and experience in all areas of the DARO office - principally, high-level fundraising and constituent communications.

Main duties and responsibilities:

- Act as a second principal gifts fundraiser working alongside and supporting the Director of Development and Alumni Relations (DDARO) and the Vice-Chancellor (head of the College) in this activity, as well as taking key responsibility for stewardship for principal donors.
- Support the DDARO in further stages of campaign planning and execution, and in liaison with academics, acting as their Deputy at College meetings or events as necessary.



Royal College of Art

Postgraduate Art & Design

- Work alongside other team members to ensure efficient delivery of all DARO's core responsibilities/outputs, including the team's events, communications, stewardship, major gifts fundraising, data/database work, and the Alumni Relations programme.

Specifically:

1. Principal Gifts and other fundraising responsibilities

- Face to face asking/proposal writing; agree a prospect cultivation plan and personal fundraising target in conjunction with the DDARO and implement a programme of contact for stewardship and solicitation purposes.
- Work with the DDARO and team Heads to develop the College's system for tracking fundraising initiatives and relationships/interactions with prospects and major donors.
- Manage the Head of Events and oversee Development event planning: guests, format, speech/presentation content, etc.
- work with the DDARO, Deputy Director, Major Gifts and Operations and Prospect Research Associate to enhance and develop the prospect pipeline for GenerationRCA.

2. Senior Support for the DDARO

- Deputise, as appropriate alongside the deputy director major gifts and operations, for the DDARO at internal and external meetings and events as required.
- Constant interchange with the DDARO on campaign ideas, prospect knowledge, stewardship, etc.
- Interact with Deans, senior academics and others to develop specific fundraising projects as delegated by the DDARO.
- Support the DDARO with the delivery of all major fundraising initiatives and alumni relations activity.

3. Events Strategy & management

- Support the Head of Events in planning and delivering all fundraising, cultivation and stewardship events
- Support the Alumni Relations Manager in planning and delivering all alumni events – RCA, New York, California, Asia etc.

4. Communications management

- Support the Alumni Relations Manager and the work of the Development Manager (Supporter Engagement) in planning and delivering all DARO mailings, web content, publications, e-newsletters, and social network content
- Oversee, alongside the Head of Stewardship, all drafting of DARO proposals, invitations, communications and marketing/promotional collateral



Royal College of Art

Postgraduate Art & Design

5. Donor Stewardship

- Support the development and implementation of stewardship mechanisms for donors at all levels, led by the Development Manager (Supporter Engagement), and supported by all DARO colleagues as this is a whole-team activity, and by tracking systems as appropriate.
- Regular interchange with major donors for stewardship purposes, especially those on own prospect list.

6. Committees and other activities

- Attend alumni/donor/College events and dinners as appropriate.
- Travel as required: to attend events and meet with alumni and donors, both within the UK and occasionally abroad.
- Any other related activities as required by the Development Director – including representing DARO on internal committees and working groups

Person Specification

Essential

- Educated to degree level
- Progressively responsible experience (likely to be a minimum of five years) in development, in the UK Arts or Higher Education sectors
- Proven experience of line-management and working within in a team and liaising effectively with a range of colleagues
- Prior experience and a successful track record in securing substantial sponsorship and donations from the corporate sector, charitable bodies, and private sector/public sector organisations
- Strong evidence of having worked to budgets and achieved financial targets
- Experience of working with senior management and major donors and the ability to engage them
- Significant experience of managing competing priorities and working to deadlines
- Knowledge of established fundraising techniques and experience of, or an interest in, developing these techniques
- Ability to take initiative and take ownership of issues

Desirable

- Professional experience in the higher education environment
- Experience of public speaking and making presentations to board level audiences
- Experience of direct marketing, possibly in a regular-giving context
- Previous involvement with donor stewardship programmes
- Knowledge of complex data segmentation techniques



Royal College of Art
Postgraduate Art & Design

Skills and abilities

Essential

- Confident, with excellent communication skills and the ability to apply sound judgement
- The ability to influence opinion and represent the College to external contacts at all levels and a proven ability to develop and maintain effective relationships
- Strong organisational and planning skills, with the ability to work with and effectively involve a number of stakeholders
- Excellent time management skills
- The ability to build rapport with ease
- An interest in, and enthusiasm for, contemporary art, design and culture
- Excellent word processing and database skills
- Commitment to equal opportunity and the ability to work harmoniously with colleagues and students of all cultures and backgrounds

Additional Information:

- Interim post: 35 hours per week, 9.30am to 5.30pm Monday to Friday with an hour each day for lunch. Based at RCA London Campus'
- Salary: Competitive
- 30 days annual leave per annum pro rata plus extended break at Christmas and Easter at the discretion of the college
- A contributory defined benefit pension scheme and interest free season ticket loan are available



Royal College of Art
Postgraduate Art & Design

PAY & BENEFITS

Pension

The Royal College of Art is a member of the Superannuation Arrangements of the University of London (SAUL) which is a contributory defined benefit pension scheme. The college will contribute a sum equal to 19% of your salary while you pay 6%.

Holiday

30 days paid leave a year plus bank and public holidays normally observed in England and Wales. In addition, the college is normally closed for six days a year, one day either side of Easter and the remainder between Christmas and New Year. Part-time staff will be entitled to the pro rata equivalent.

Season ticket loans

Interest-free loans are available for staff to purchase annual season tickets.

Enhanced maternity and adoption pay

Qualifying employees are entitled to enhanced maternity/adoption pay: 26 weeks full pay, 13 weeks Statutory Maternity/Adoption Pay. This compares to the statutory provision of 90% of average pay for 6 weeks followed by Statutory Maternity/Adoption Pay for 33 weeks.

Enhanced paternity pay

Qualifying employees are entitled to two weeks' paternity leave entitlement at full pay. This compares to the statutory provision of two weeks' pay at the statutory rate.

Enhanced sick pay

Occupational sick pay after six months' service is three months' full pay/three months' half pay.

24/7 confidential support

Staff and family members in their household have access to a free, external confidential support service for work, financial, legal, family and personal problems 24 hours a day, 365 days a year.

Occupational health

Occupational Health support for the College is provided by Imperial College's occupational health service at their South Kensington Campus.

Cycle to Work Scheme



Royal College of Art

Postgraduate Art & Design

The Royal College of Art has signed up to the Cycle to Work Scheme – part of the government's Green Transport Initiative – which allows employees to make significant savings on purchasing new bikes and safety equipment.

Library

All staff are welcome to join the college library.

Events

All staff are welcome to attend exhibitions, lectures and private views held by academic schools and programmes.