



Royal College of Art

Postgraduate Art and Design

ROYAL COLLEGE OF ART

JOB DESCRIPTION

Job title:	Major Gifts Manager
Department:	Development & Alumni Relations
Grade	8
Responsible to:	Head of Major Gifts

Background:

The Royal College of Art is the world's pre-eminent art and design university. The College is home to some 2,100 students from 65 countries, pursuing a range of postgraduate courses and doctoral research.

The RCA is planning its first fully comprehensive philanthropic fundraising campaign, to dramatically extend its campus in Battersea and to support its students, academic staff and long-term vision. In readiness for this exciting new chapter in the RCA's history, the Development and Alumni Relations team are expanding in a number key strategic areas, and creating several rare opportunities to join a dynamic team at one of the most unique, inspirational and influential art and design institutions in the world.

You can find more information about the RCA on our website: www.rca.ac.uk

Purpose of the post:

The post holder will develop and deliver fundraising initiatives to secure philanthropic support from the corporate donors, trusts, foundations and individuals, both in the UK and internationally. Initially taking over management of an existing portfolio of prospects and donors, over time the Major Gifts Manager will identify and research new opportunities.

Working with the Head of Major Gifts, the post will manage a distinct portfolio of prospects and donors, and have a range of solicitation targets supporting the College's agreed philanthropic goals. The post holder will identify, cultivate, solicit and steward potential donors able to support the College's key priorities, typically from £20,000 upwards.

The post holder will work proactively outside the College to develop purposeful and effective relationships with prospective donors. In addition, the post holder will work closely with the Development team, as well as academic and other colleagues, as appropriate. The Major Gifts Manager will shape fundraising propositions, as well as dedicating time to identifying and meeting current or prospective donors to develop new philanthropic income.

Duties and Responsibilities

Strategy and Management

- Work with Head of Major Gifts to take over relationship management for an existing portfolio of existing donors, initially focused on four- and five- figure donors.



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- Within the first 3 months of being in post, develop and agree a plan for securing new philanthropic five- and six-figure funding, ensuring these meet key strategic priorities, including capital projects, academic ambitions and scholarships needs.
- Take responsibility for managing and implementing this plan, ensuring delivery within agreed timescales to targets agreed with Head of Major Gifts.
- Lead in ensuring the RCA's legacy website pages, brochures, documentation, procedures and processes are fully updated, and ensure that colleagues with the Development & Alumni Relations team, as well as across the College, are provided with knowledge and information in this area, as required.

External Relationships

- Research new and existing prospects that align closely with the RCA's strategic objectives, delegating appropriate tasks to other Development and Alumni Relations team members, providing these with guidance and advice where needed.
- Develop strong solicitation plans, working with the Head of Major Gifts where appropriate, and implement these to successfully secure new philanthropic income from corporate, trust, foundation and individual donors.
- Work with colleagues in Development & Alumni Relations and beyond to ensure donors have inspiring and high-quality journeys, including timely regular written and/or verbal update reports, invitations to events and other regular contact and engagement.
- Ensure donor intelligence and feedback is captured and recorded at any appropriate point, including through meetings, telephone calls, events, correspondences and any other interactions.
- Working with colleagues in Development & Alumni Relations, ensure RCA staff receive concise, accurate and informative briefings, allowing meetings and contacts with prospects and donors to be as effective as possible.

Internal Relationship & Collaboration

- Implement and deliver a rolling plan for new donor journeys that incorporate research, cultivation, solicitation, and stewardship.
- Build effective working relationships with colleagues across the RCA to promote philanthropy and the work of the Development & Alumni Relations team and ensure productive cross-department co-operation.
- Where appropriate, provide advice and guidance to senior staff across the College in relation to fundraising research, cultivation, approaches, solicitations and stewardship.



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- Participate in cross-departmental meetings connected to the post holder's portfolio of prospects and donors, fostering good levels of open information sharing, intelligence gathering and clear communication.
- Ensure that all communications with donors are coherent, of a consistently high quality and adhere to donor and RCA standards, including where appropriate brand guidelines.
- Take responsibility where appropriate to liaise with Finance, Academic, Marketing & Communications and other departments to ensure that all aspects of each donor's journey are delivered in a timely manner, providing creative, powerful, engaging and inspiring experiences.
- Act as the first point of contact for your own portfolio of donors and prospects, both for the donor/prospect and for colleagues within the RCA.

Operational

- Work with the colleagues to ensure accurate and timely submission of proposals, reports, acknowledgement, and stewardship.
- Track prospect and donor journeys using the Raisers' Edge database and other agreed systems.
- Regularly monitor prospect and donor journeys, including providing regular updates to the Head of Major Gifts.
- Ensure records for donors are current and accurate, making effective use of the RCA's prospect tracking systems and ensuring accurate recording of data.
- Ensure that all activities comply fully with the current and planned future Data Protection law and any other relevant legislation, codes of practice and ethical guidelines.
- Support the donor-centric culture of the Development & Alumni Relations team to engage with donors personally, effectively and respectfully.

The Major Gifts Manager may also be expected to carry out other duties, which may be reasonably requested. The job may involve travel or occasional evening and weekend work.

PERSON SPECIFICATION PART ONE

Knowledge and experience

Essential:

- Educated to at least degree level or equivalent.



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- Experience of building relationships with donors and prospects to successfully raise philanthropic gifts and meet agreed targets.
- Entrepreneurial flair with a high level of self-motivation and initiative, and a demonstrable desire to succeed, achieve results and make a difference.
- Experience using of Raisers' Edge or other CRM database.

Desirable:

- Interest in and enthusiasm for art, design, higher education and the work of the RCA.
- Knowledge of current and planned future relevant legislation, codes of practice and ethical guidelines.

PART TWO

Skills and abilities

Essential:

- Excellent organisational and prioritisation skills with the ability to manage a portfolio of donors and prospects each at different journey stages, while maintaining thorough attention to detail, even when working to tight deadlines.
- Excellent interpersonal skills, confident written and verbal communication skills and the ability to work collaboratively to build relationships with credibility and gravitas, including using tact and diplomacy when required.
- An ability to act independently and decisively without constant direction when the situation demands, whilst also having the skill to know when others should or must be consulted.
- Excellent working skills and abilities in using MS Office (Word, Excel, PowerPoint), Google G Suite (Gmail, Calendar, Docs, Sheets, Drive), Adobe Creative Cloud (InDesign, Photoshop), and other relevant IT tools.

Desirable:

- Ability to accurately develop budgets and financial forecasts for proposals, particular where several colleagues or departments are involved.

DECEMBER 2017



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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 16% of your salary while you pay 6%.

Holiday

5 weeks' (25 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

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.



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Childcare Vouchers

The Royal College of Art enables staff to purchase childcare vouchers, through its partner Edenred, as a salary sacrifice scheme.

Life Cover

Active members of the SAUL pension scheme automatically receive life cover. A lump sum of four times your salary together with a refund of your contributions and a 2/3 pension for your dependent/spouse is payable should you die whilst in employment.

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.