



Royal College of Art
Postgraduate Art & 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 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 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.



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Strategic Plan 2022–2027

The RCA is currently crafting a new strategic plan, involving all staff in a process that was concluded in March 2022, with the publication of a new Strategic Vision and Plan for the next five years and the appointment of our new Chair of Council, Sir Peter Bazalgette.

This plan will embrace the roll out of a new model of delivery for our taught postgraduate programmes; it will underscore our commitment to being the world's most research-intensive art & design university; and it will commit to a number of Equity and Diversity goals which will lead towards the RCA becoming an anti-racist institution.

Purpose of the post

The postholder will manage a distinct portfolio of prospects and donors, and have a range of solicitation targets supporting the College's agreed philanthropic goals. The Major Gifts Manager will shape fundraising propositions, as well as dedicating time to stewarding and cultivating current and prospective donors to ensure renewal and to develop new philanthropic income streams.

As Major Gifts Manager, you will make a genuine and direct impact by working closely with the Head of Major Gifts and academic colleagues to craft compelling and exciting fundraising proposals to actively support the RCA and its students.

The successful candidate will have experience of building relationships with donors and prospects to successfully raise philanthropic gifts and meet agreed targets, an entrepreneurial flair with a high level of self-motivation and initiative, and a demonstrable desire to succeed, achieve results and make a difference. They will also have excellent organisational and prioritisation skills with the ability to manage a portfolio of donors and prospects, while maintaining thorough attention to detail, whilst working to tight deadlines.

Duties and Responsibilities

Strategy and Management

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

Within the first 3 months of being in post, develop and agree a plan for renewing existing as well as securing new philanthropic four-, 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 the 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 within the Development & Alumni Relations team, as well as across the College, are provided with knowledge and information in this area, as required.



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External Relationships

Research new and existing prospects that align closely with the RCA's strategic objectives, delegating appropriate tasks to other Development & 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 cooperation.

Where appropriate, provide advice and guidance to senior staff across the College in relation to fundraising research, cultivation, approaches, solicitations and stewardship.

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.



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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 current GDPR 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 as required.

Person specification

Knowledge and experience

Essential:

Educated to at least degree level or equivalent.

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 of using Raisers' Edge or other similar fundraising CRM database.

Desirable:

Interest in and enthusiasm for art, design, higher education and the work of the RCA.

Skills and abilities

Essential:

Excellent organisational and prioritisation skills with the ability to manage a portfolio of donors and prospects, while maintaining thorough attention to detail whilst 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.



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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:

Financially literate with the ability to accurately develop budgets and financial forecasts for proposals and reports, particularly where several colleagues or departments are involved.

Additional information

Location: London, all three RCA's sites: Kensington, Battersea & White City.

Salary working 35 hours per week: £42,323 - £46,018 per annum pro rata inclusive of London Allowance and Market Supplement.

Normal hours will total 35 per week over 5 days, 9.30am to 5.30pm with an hour each day for lunch, with a minimum of three days per week in the office.

25 days annual leave plus extended breaks at Christmas and Easter.

A contributory defined benefit pension scheme and interest free season ticket loan are available.

MAY 2022



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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 19% of your salary while you pay 6%.

Holiday

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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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.