



University College London

Associate Director of Regular Giving

Contents

- 3 Welcome
- 4 Background Information
- 7 The Role
- 8 Key Criteria for Success
- 9 Key Responsibilities
- 10 Person Specification
- 11 Next steps
 - 11 *Terms*
 - 11 *How to Apply*
 - 11 *Selection Process*



To our future Associate Director of Regular Giving

Thank you for your interest in our team and this role.

Every day, we get to make the remarkable happen at UCL. As a dedicated, ambitious and successful Advancement team, we work in partnership with our faculties, alumni donors and supporters to empower critical research, education and innovation that transforms our understanding of the world and confronts some of the most pressing problems across health, the environment and society.

After the success of our last campaign, we have taken stock of our achievements to date and began planning for what's next. We have a big and bold vision and are looking for talented fundraising and supporter engagement professionals, who are equally ambitious, to join us in three recently created roles to build new programmes in Regular Giving, Legacy Giving and the Donor Experience, with strategic intent.

We're looking for experienced and creative strategists and doers, who are skilled at innovating, embedding change, and bringing stakeholders along on the journey with them. We actively encourage people from all parts of the not-for-profit sector to consider joining us – in fact, I made the move myself from the NSPCC to UCL in 2009 and have progressed my career at UCL ever since.

For me, there are two particular highlights that I've valued in making the move across sectors. One is that working at a university means you see the impact each gift you secure makes - you actually meet the recipient, hear about the impact the gift made and recognise the role you play in very meaningfully creating changes in the world that transform lives and society. The second is the exceedingly intelligent people you meet. It's an incredibly stimulating environment and for the intellectually curious it's terribly exciting to be at the cutting edge of the best research in the world.

Most importantly, we want people who share our vision and are excited about the opportunity to work across the breadth of our university's talent. From academics and researchers, to students and staff, this could be an opportunity to work with the brightest minds and changemakers, and make a real difference. Does that pique your interest? If so, then please read on and we look forward to hearing from you.



Angharad Milenkovic
Vice-President (Advancement)

Background Information

Two hundred years ago, UCL redefined the very idea of a university. We opened up university education to the many, not the few. Our bold founders committed us to innovation, inclusivity and excellence, and we haven't stood still since.

As London's leading multidisciplinary university, we are home to a diverse global community of world-class academics, staff, students and alumni, who have the freedom and courage to challenge, question and think differently. We strive to continuously break boundaries and make a tangible impact on real world problems. From cancer research to climate change, dementia to social inequality, the world is facing huge challenges and we're determined to play our part in solving them.

With breakthroughs across medicine, engineering, science, humanities, and arts, we have an international reputation for an interdisciplinary approach and groundbreaking research. We focus on addressing the real-world challenges that matter to individuals and societies and, through our teaching, we aim to prepare outstanding citizens, leaders and innovators of tomorrow.

Today, UCL is the largest on-site HE provider in the UK, and also one of the most complex. Our undergraduate and postgraduate student populations are similar in size and are taught across 94 academic units in 11 faculties. A focus on 'all' students regardless of programme, department or individual characteristic, is a key feature of the regulatory framework in which we operate.

Our students tell us they want to be stretched intellectually, to engage with current issues in their chosen field, and feel confident to go out into the world and make positive impacts. Together with the Student Union, we co-created a definition of 'Educational Gains' for the 2023 TEF submission to capture our beliefs about what all students can or should achieve by studying for a UCL degree.





Education and student experience excellence at UCL is grounded in:

- Intellectual challenge, academic rigour, and our cutting-edge research;
- A critical understanding of our heritage and a shared belief in questioning, challenging, debating and disagreeing well;
- Engaged and productive partnerships between students and staff;
- Equality, inclusion, diversity, respect and care for our global community of students and staff;
- Strong academic disciplines and powerful cross/interdisciplinary collaborations;

The desire to educate future citizens, leaders and innovators who will make positive impacts in the world.



UCL is University of the Year 2024 (The Times and Sunday Times Good University Guide 2024)



UCL was rated 2nd in the UK for research power in the Research Excellence Framework 2021



UCL was ranked 9th in the 2024 QS World University Rankings



There have been 30 Nobel Prize laureates amongst UCL's alumni and current and former staff to date

At UCL, we are fortunate to have a strong community of alumni, supporters and donors. They are an integral part of our ecosystem - from supporting our students to develop the critical skills which equip them to be lifelong learners and to be our leaders of the future, and partnering with our research and teaching staff to bring about change and impact in areas that matter to them, to us, and to the world at large, our supporters help us to make the world a better place.

In 2020, we closed one of the most successful fundraising campaigns in the UK's higher education sector. The *It's All Academic: The Campaign for UCL* galvanised a global community and raised £624M, and has set the stage for a new level of ambition for our future. Philanthropic impact can be a long-game and requires a clear vision. Momentum in our fundraising and engagement activities continues to grow, and we are now developing the strategy towards our next campaign, our most ambitious yet. Launching in our bicentennial year in 2026, this represents a fantastic opportunity to engage our supporters and to celebrate the impact that UCL has on the world.

In 2022-23 we raised:

£56M +

for health

£9.5M 

for student support and education which benefitted nearly 150 scholarship students

£82.5M 

for UCL research across every faculty

An additional outcome of *It's All Academic* has been an increase in our Advancement team's profile across UCL and our community, and support for our work. We have secured significant investment in and for our team, and are now seeking 3 experienced and ambitious fundraising and donor relations specialists to join us as Associate Directors, and help drive the step change we are creating towards achieving even more.

For further information visit:

<https://advancement.ucl.ac.uk/philanthropy-impact-report-2022-23/>
and www.ucl.ac.uk



The Role

Job Title

Associate Director of Regular Giving

Location

London / hybrid working

Reports to

Director of Alumni and Supporter Experience

Key Relationships

Colleagues and teams across Advancement, particularly Supporter Systems, Prospect Development & Insight, Alumni & Campaign Engagement areas; UCL External Engagement, Student Union and Student Experience teams; members of the alumni community; academic faculties and departments, including Deans and marketing teams.

Purpose

The Associate Director of Regular Giving is a key new role for UCL and the Office of the Vice-President (Advancement). You will lead on the reimagining and reintroduction of UCL's Regular Giving (direct marketing fundraising) programme, which was paused in 2015. Between now and 2026, when UCL launches an ambitious fundraising and engagement campaign in our 200th year, you will research, design, and test a broad-based giving proposition capable of inspiring our 400,000 strong alumni community when launched.

To achieve your goal, you will be responsible for defining and building the team needed, alongside managing associated budgets. Together, you will implement and continuously improve the Regular Giving programme. From acquiring new donors and reactivating previous ones, to stewarding and upgrading donors, you will operate creatively to increase donations from alumni and the wider UCL community. It will be important for you to support the development of an alumni identity and reflect this in our Regular Giving proposition. You will creatively engage current students and their families, academics, and university leadership to increase participation levels and garner cross-institutional support for the Regular Giving programme. Your work will not only be integral to the growth of a culture of philanthropy, but it will also be key to the evolution of our legacy and major gift programmes.



Key Criteria for Success

After 12 months in post, the successful candidate will have:

- Created a campaign proposition with our consultants and selected an agency to support fulfilment.
- Developed a strategy and timeline to launch a new, exciting and robust regular giving programme in 2026.
- Built an ambitious and motivated Regular Giving team.
- Built an internal case for Regular Giving as a coordinated effort across UCL, engaging colleagues across departments and in External Engagement



Key Responsibilities

Strategy and planning

- Support the development of an alumni identity in collaboration with Advancement colleagues and agencies, as required. Reflect this identity in the Regular Giving proposition.
- Research, design, and test a broad-based giving proposition capable of inspiring our community of alumni and supporters.
- Deliver a sector-leading Regular Giving programme for our alumni and supporters. Working in collaboration with colleagues across Advancement, design and deliver communications, events, and stewardship to a consistently exceptional standard.
- Design and implement effective strategies to engage current students and their families, academics, and university leadership to increase giving participation, and garner cross-institutional support.
- Work with the Vice-President External Engagement Office and with our Faculty MarComms colleagues to ensure the Regular Giving narrative is consistent and effective.

- Strategise in a future-focused way to ensure our Regular Giving offering remains relevant in proposition, tone, and delivery as the sector evolves. Incorporate parent and family giving, and leverage milestones occasions such as graduation anniversaries and the coming 200th anniversary of UCL.
- Strategise creatively about how we can continue to diversify our donor pool and engage major gift donors of the future through our Regular Giving programme.
- Become an active member of the Advancement management team, collaborating with colleagues to drive forward objectives and ensure our regular givers have an outstanding experience.

Programme delivery

- Lead on thorough propensity modelling, as part of the research and testing you undertake ahead of launching the Regular Giving programme.
- Deliver a range of communications and, where appropriate, events for our alumni and supporters as part of the programme.

- Lead on the acquisition, reactivation, upgrading and stewardship of regular givers.
- Enable UCL to offer creative, as well as tried and tested, regular giving opportunities, continuously improving and expanding the programme during the course of the Campaign.

Leadership and team management

- As a member of the Advancement Management team, ensure a close collaboration between your team and others to achieve your objectives.
- Create a supportive and enabling team culture and set clear objectives.
- Motivate Regular Giving team members to ensure they perform at a consistently high level to achieve their targets for delivery, in line with strategic direction.
- Work with our Strategy and Operations team to build robust metrics to measure, assess and refine the Regular Giving programme.
- Foster a culture of innovation, collaboration, entrepreneurialism and continuous improvement within the department.

- Oversee the Regular Giving budget, ensuring efficient resource allocation.
- Continuously improve and simplify ways of working to optimise efficiency.

General

- Follow and actively promote the UCL Ways of Working.
- Carry out any other duties within the scope, spirit and purpose of the job as requested by the line manager.
- This job description may be reviewed and be subject to amendment in consultation with the post holder.
- The role will require the ability to travel (both within the UK and internationally) and to work outside of core hours on occasion.

Person Specification

Experience and knowledge

Essential

- Experience in designing and launching, or delivering innovations that result in substantial growth in, a successful direct marketing fundraising programme at an education institution or charity.
- Experience of devising and delivering integrated fundraising appeals across online and offline direct marketing channels.
- Experience in working in a role with responsibility for relationship management and engaging a variety of audiences.
- Track record of working successfully across a large organisation, bringing stakeholders together, understanding their needs and priorities, and developing a positive and coordinated/cohesive path forward.
- Experience of producing high-quality written communications including strategy documents, solid business cases, meeting minutes, briefings, reports and proposals.
- Experience of using data, insight and evaluation intelligence to gauge the effectiveness of engagement activity.

- Demonstrable experience of recruiting and motivating a high-performance team.
- Knowledge of innovations in and best-in-class regular giving programmes and tactics.

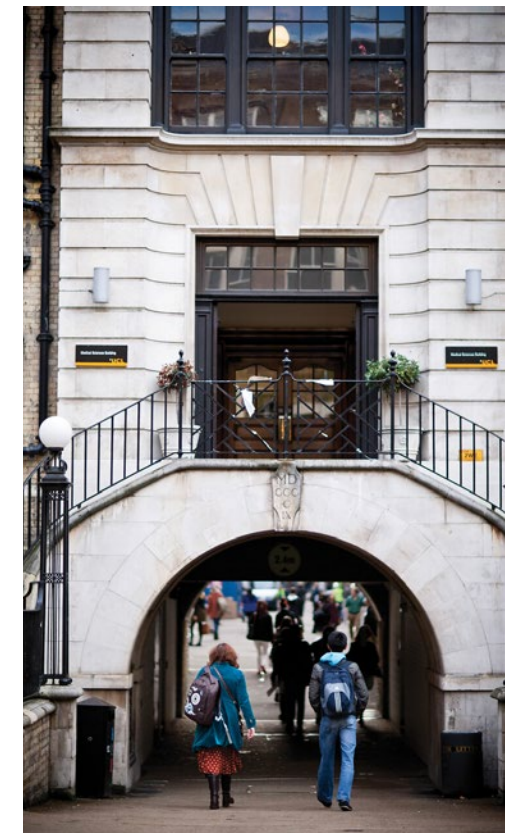
Desirable

- Experience of working with agencies/suppliers to deliver direct marketing communications.

Skills, abilities and attitudes

- Creative, strategic and tactical operator with an entrepreneurial and growth mindset.
- High degree of personal drive and motivation, and the ability to influence the same in others.
- Credible, collegiate and approachable colleague who is able to see how various elements of a programme need to work cohesively together, without losing sight of delivery in their own functional area.
- An inspiring communicator, with excellent interpersonal skills and high levels of diplomacy, resilience and emotional intelligence.
- Well-developed influencing skills and the ability to build up and maintain effective working relationships at all levels.
- Excellent time-management and project-management skills, including the ability to work efficiently on many projects simultaneously.
- Ability to adopt a pragmatic and resilient approach to projects, including a willingness to action the detail whilst maintaining a strategic overview.
- Strong leadership skills and the ability to successfully motivate a team and develop the careers of others, acting to ensure productivity and results-orientation in team.
- Highly flexible and adaptable, with the ability to deal positively with unforeseen problems and opportunities in a complex environment.
- Excellent analytical skills with the ability to gather and analyse complex data and draw strategic conclusions.
- Excellent written communication and editing skills.
- Taking pride in delivering an excellent service to colleagues, students, partners and the wider community.

- Seeking and giving constructive feedback, and reflecting on own practice.
- Ability to stay on top of best practice in the sector through and with an active peer network in the regular giving arena.



Next steps

Terms

This is a Grade 9 role with a salary range of £65,698 - £71,357pa, with room for progression up to £81,976pa. To discuss salary parameters please call **Sonja Dunphy**, Managing Director at **Richmond Associates**.

UCL offers hybrid working where appropriate and the successful applicant may normally work remotely for 40-60% of the week if they wish.

The wider package includes:

- 41 Days holiday (27 days annual leave 8 bank holiday and 6 closure days)
- Additional 5 days' annual leave purchase scheme
- Defined benefit career average revalued earnings pension scheme (CARE)

Visit www.ucl.ac.uk/work-at-ucl/reward-and-benefits to find out more.

There has never been a more exciting time to join our team, where your skills and talents will contribute to a rapid growth in philanthropy and alumni engagement at UCL. We are a team of passionate individuals who work together to achieve remarkable things with a global impact, and we would love for you to be part of our journey and our success.

Our people are our greatest asset and we provide an empowering environment where your career development is invested in so that you can fulfil your potential. This begins with our award-winning onboarding programme, which will give you the knowledge you need to immerse yourself in your role and life at UCL, and continues throughout your career with us.

Equity, diversity, and inclusion are hugely important to us. We are committed to creating an environment in which everyone feels able to give their best and where their unique experiences, perspectives and skills are valued.

We also prioritise the work-life balance of our team members and offer agile working and flexibility around working hours. We are happy to receive part-time applications for all our job opportunities. For this role, we are looking for a minimum of 0.8 FTE in hours.

We're always on the lookout for talented people to join us and we appreciate transferable skills and experiences from sectors outside of Higher Education and advancement. We'll also support you to thrive in your new environment.

How to Apply

Applications should include:

1. A comprehensive curriculum vitae (up to 2 pages) giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A covering letter (up to 2 pages) that summarises your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your notice period and names of 2 referees, together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.
5. Completed equal opportunities monitoring form which you can obtain from the Richmond Associates team.

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Sonja Dunphy, Managing Director at Richmond Associates.

First interviews with UCL will take place from early June 2024.

Closing date for applications is
10am on Wednesday, 22 May 2024.

Please send your application to **Shanelle Chong**, Business Support Assistant

- ✉ info@richmond-associates.com (preferred)
- 📍 7-10 Adam Street, London WC2N 6AA, UK
- ☎ +44 (0) 20 3617 9240