Job Description

Job Title: Development Officer (Regular Giving & Legacies)

Supervised by: Deputy Director of Development

Salary: £25,000 - £30,000 per annum (based on Oriel College band 5)

Job Contribution:

Oriel College’s already successful regular giving programme is at an exciting stage of growth and is ready to be taken to the next level in the run-up to the College’s 700th anniversary year in 2026. Oriel has a vibrant and engaged alumni body many of whom show their commitment to the College by financially supporting its students, teaching and research, and historic buildings. Most recently, scores of alumni gathered together to fund two scholarships for Ukrainian scholars at Oriel.

The Development Officer’s primary responsibility is the management and execution of a comprehensive regular giving programme with a focus on increasing the number of alumni who give back to Oriel. The postholder will be expected to take the programme to the next level through effective use of digital, peer-to-peer fundraising, and other innovative approaches.

The role also owns both the strategy and operations of the College’s legacy fundraising programme.

Oriel College has a goal to increase its donor participation, both in regular giving and through legacies, in support of its charitable aims. This postholder will work closely with the Deputy Director of Development in devising and implementing a strategy to achieve this and the College’s other philanthropic goals.

Role:

Working closely with the Deputy Director of Development, the Development Officer will:

- Have responsibility for all fundraising activity relating to regular giving and legacies, including active ‘leadership level’ solicitation from a pool of prospects.
- Develop the strategy for, and implementing, the annual telephone campaign, postal and email appeals, and other established engagement channels.
- Devise innovative approaches to soliciting support from Oriel College alumni and friends.
- Lead the strategy for, and soliciting, philanthropic support from current students and recent leavers.
- Create all fundraising literature relating to regular giving and legacies, e.g. direct mail and email appeals.
Responsibilities:

Telephone Campaign
- Manage and run the annual telephone campaign, liaising with an external supplier, managing the recruitment and training of callers, attending calling sessions where necessary, and achieving defined targets.

Regular Giving
- Contribute to the overall fundraising strategy with specific responsibility for regular individual giving up to (but not limited to) £20,000pa.
- Lead the development and stewardship of the 1326 Society. Working closely with the Deputy Director of Development and Development Officer (Major Gifts) in growing this group of donors, and feeding through to Raleigh Society (£25k+) level.
- Develop a coordinated matrix of communication and solicitation strategies involving digital approaches, email, direct mail, phone, and personal visitation, focused on growing and maintaining the number of regular donors.
- Develop a range of regular giving instruments including telephone campaigns, direct mail, leavers' gifts, and email appeals.
- Responsible for report-writing and generation, and donor stewardship for all regular donors.
- Work effectively with the Deputy Director of Development and Development Officer (Major Gifts) to identify major donor prospects, and build strategies for cultivating donors to higher giving levels.
- Management of ad-hoc appeals for specific interest groups and time-bound campaigns around the College, e.g. Boat Club/Tortoise Club.

Legacies
- Take ownership of the legacy giving strategy, including written, telephone, and face-to-face solicitation of legacy gifts.
- Develop a range of approaches and strategies to increase membership of the Adam de Brome Society for legators.
- Produce marketing material designed to engaged and promote the value of legacies to the wider alumni base.

Stewardship
- Manage and monitor membership of the giving societies (1326, Raleigh, and Adam de Brome) ensuring that membership is kept up to date for the purposes of stewardship and event management.
- Monitor ongoing pledges and regular payments to the College and work with the Deputy Director of Development to ensure prospects meet their financial commitment to Oriel.
- Act as point of contact for all Tortoise Club (boat club) related matters for the Development Office.

DARS and Data Management
- Manage and keep track of all legacy prospect plans on our CRM database, DARS, working with the Deputy Director of Development and Development Officer (Major Gifts) to cultivate planned gifts as part of the wider prospect management strategy.

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Other Duties

- Carry out other duties and tasks as may be defined by the Deputy Director of Development and Development Director.

Knowledge, Skills and Experience:

- Proven organisational skills and attention to detail, with an ability to prioritise and manage multiple tasks.
- Excellent communication skills, both written and spoken, with an ability to engage with a variety of constituencies such as alumni, Fellows, and the wider community.
- Ability to self-motivate as well as work flexibly as part of a team.
- High degree of professionalism, tact, and diplomacy.
- A good level of education, degree level or equivalent.
- Experience of fundraising software and databases, ideally DARS/Raiser’s Edge.
- An understanding of the importance of philanthropic giving.
- Empathy for the goals of an Oxford college and an understanding of some of the current challenges facing higher education.

Benefits:

Benefits include: a generous workplace pension scheme, 30 days annual leave plus public holidays (or time in lieu of public holidays worked), free meal on duty when the kitchen is open, and discounted bus travel.

Oriel College exists to promote excellence in education and research and is actively committed to the principle of equality of opportunity for all suitably qualified candidates.