

JOB DESCRIPTION



Job Title: Regular Giving Officer
Department: Development & Alumni Relations Office
Faculty/Professional Service: Central Service
Location: London
Reports to: Head of Alumni Relations and Regular Giving
Full Time/Part Time/Casual: Full-time
Grade: Grade 5
Overall Purpose of the job: Reporting to the Head of Alumni Relations and Regular Giving, the Regular Giving Officer will deliver an engaging and diverse regular giving programme designed to raise funds for ongoing priorities, recruit alumni volunteer fundraisers and raise overall giving levels, and awareness of philanthropic giving, within the LSHTM community. Activity will typically include direct mails, email appeals, telephone fundraising campaigns, community fundraising events, crowdfunding, giving days and legacy marketing, as well as the stewardship of our regular giving donors.

General Information

The London School of Hygiene & Tropical Medicine (LSHTM) is one of the world's leading public health universities.

Our mission is to improve health and health equity in the UK and worldwide; working in partnership to achieve excellence in public and global health research, education and translation of knowledge into policy and practice.

Staff and students are committed to helping create a more healthy, sustainable and equitable world for everyone, because we believe our shared future depends on our shared health.

We embrace and value the diversity of our staff and student population and seek to promote equity, diversity and inclusion as essential elements in contribution to improving health worldwide. We believe that when people feel respected and included, they can be more creative, successful, and happier at work. While we have more work to do, we are committed to building an inclusive workplace, a community that everyone feels a part of, which is safe, respectful, supportive and enables all to reach their full potential.

To find out more please visit our [Introducing LSHTM page](#).

Our Values

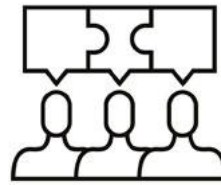
Our values establish how we aspire to achieve our mission both now and in the future - demonstrating what it means to work and study at LSHTM. Please visit our [LSHTM Values page](#) for further information.



**Act with
integrity**



**Embrace
difference**



**Work
together**



**Create
impact**

ABOUT THE SCHOOL

The London School of Hygiene & Tropical Medicine is a postgraduate college of the University of London, and a world-leading centre for research and postgraduate education in public and global health. Our mission is to improve health and health equity in the UK and worldwide; working in partnership to achieve excellence in public and global health research, education and translation of knowledge into policy and practice.

Founded in 1899 by Sir Patrick Manson, the School has expanded in recent years at its two main sites on Keppel Street and Tavistock Place. The School's multidisciplinary expertise includes clinicians, epidemiologists, statisticians, social scientists, molecular biologists and immunologists, and we work with partners worldwide to support the development of teaching and research capacity.

Research income has grown to over £85 million per year from national and international funding sources including the UK government, the European Commission, the Wellcome Trust and philanthropic sources.

Education programmes have grown to more than 1,000 London-based Master's and Research students, 2,900 studying Master's degrees by distance learning and 1,000 on short courses and continuous professional development. We have also launched a series of free online courses, and more than 15,000 people registered on the first of these, Ebola in context. Our staff, students and alumni work in more than 150 countries in government, academia, international agencies and health services.

The School is highly ranked in various university league tables. It was named University of the Year in the Times Higher Education rankings 2016-17. It was named the world's leading research-focused graduate school in the Times Higher Education World Rankings in 2013. In 2014, it was ranked in the top 10 universities in the world for citation rate by the new EU-supported U-Multirank database, fourth in the world for impact in medical sciences by the Leiden Ranking and third in the world for social science and public health in the US News Best Global Universities Ranking. According to the results of the UK government's Research Excellence Framework, published in December 2014, the School was ranked second overall (after the Institute for Cancer Research) on the key measure of impact.

Main Duties and Responsibilities

Regular Giving Activity

- Input into the regular giving strategy and operational plan
- Make ongoing recommendations on regular giving activity
- Deliver a regular giving programme designed to raise annual funds for ongoing priorities (e.g., scholarships), recruit alumni volunteers / fundraising volunteers and raise giving levels and participation among LSHTM alumni and supporters
- Manage all regular giving activities such as direct mail appeals, email appeals, crowdfunding campaigns, giving days, community fundraising events and telethons
- Work with the Database Manager to plan and select data segments for appeals, ensuring a data-led approach to all fundraising and stewardship activity, as well as carrying out full reviews of appeal performance
- Manage LSHTM's JustGiving account and other similar platforms in support of community fundraising, and advise and support LSHTM alumni, staff and students on how best to elicit sponsorship from their contacts
- Work with the Supporter Engagement Manager and the Head of Alumni Relations & Regular Giving to develop and deliver an effective stewardship plan for Regular Giving level donors
- Conduct face to face meetings with regular giving donors and prospects when required
- Coordinate the annual gift solicitations of all assigned prospects with the managing gift officers
- Solicit and follow up on all outstanding regular fund gifts and pledges via phone, letter, email or face to face
- Working closely with the Database Manager, track all annual giving pledges and coordinate all pledge reminders to be sent
- Working with the Database Manager, set up reports/dashboards for systematic evaluation of the regular giving programme as a whole
- Produce regular giving updates and reports for the Development Director to share with senior staff, the director of LSHTM, and relevant committees and boards.
- Maintain the alumni and supporter CRM (currently Raiser's Edge) with up to date information on regular giving appeals, donors and prospects
- Process donations and undertake administration related to regular giving activity
- Work with Philanthropy colleagues and colleagues in academic departments as well as other professional services teams (e.g., Scholarships and Student Support Services) to identify funding opportunities and develop appeals materials (e.g. case studies)
- Ensure the School complies with the relevant government legislation and Institute of Fundraising Codes of practice
- UK and international travel to attend face to face meetings and run alumni events when required

Communications

- In conjunction with the Supporter Engagement Manager, plan and write copy for donor relations / stewardship communications
- Support Alumni Relations colleagues by proofreading alumni communications
- Ensure the relevant regular giving web-pages and other digital content that relates to regular giving activity is accurate and up to date
- Promote appeals and campaigns across alumni channels and other LSHTM outlets as appropriate (e.g., staff and student newsletters, intranet)

Events

- Play a leading role in the management of any regular giving and community fundraising stewardship and celebration events
- When required, assist with activities surrounding forthcoming alumni events, including events in the UK and overseas, particularly in support and promotion of regular giving
- Assist with the Alumni team's activities surrounding Graduation ceremonies
- Assist with other donor cultivation and stewardship events

Additional Information

- Answer telephone, face to face and email enquiries
- Work closely with colleagues across the School, assisting with communications, events and fundraising activities, as required
- Carry out any other duties, as required
- The post holder will be required to work outside of core hours from time to time, to support meetings and events.
- Liaise with existing suppliers and partners and source potential providers in support of regular giving activity

Generic duties and responsibilities of all LSHTM employees

This job description reflects the present requirements of the post but may be altered at any time in the future as duties and responsibilities change and/or develop providing there is consultation with the post-holder.

The post-holder will carry out any other duties, tasks or responsibilities as reasonably requested by the line manager, Dean of Faculty, Head of Department or Head of Professional Service.

The post holder will be responsible and accountable for ensuring all LSHTM policies, procedures, regulations and employment legislative requirements are adhered to including equality and diversity and health and safety.

This job description is not a definitive or exhaustive list of responsibilities but identifies the key responsibilities and tasks of the post holder. The

specific objectives of the post holder will be subject to review as part of the individual Performance and Development Review (PDR).

PERSON SPECIFICATION

This form lists the essential and desirable requirements needed by the post holder to be able to perform the job effectively.

Applicants will be shortlisted solely on the extent to which they meet these requirements.

Competency	Evidence	E / D
Education, Qualifications and Training	<ul style="list-style-type: none"> Degree educated or equivalent working experience 	E
Experience	<ul style="list-style-type: none"> Experience of running fundraising appeals through a variety of mediums (e.g. telephone campaigns, direct mail, email/digital, giving days, crowdfunding) 	E
	<ul style="list-style-type: none"> Experience of data entry and data segmentation in support of targeted and sophisticated regular giving approaches 	E
	<ul style="list-style-type: none"> Experience of evaluating campaigns and fundraising activity in order to inform and refine future regular giving approaches and wider alumni giving strategy 	E
	<ul style="list-style-type: none"> Experience of using the Raiser's Edge database, or other similar customer database to inform regular giving activity and responses 	E
	<ul style="list-style-type: none"> Experience of using digital platforms to generate regular gifts 	E
	<ul style="list-style-type: none"> Experience of legacy giving (e.g. Legacy marketing and/or ongoing cultivation / stewardship of legacy pledgers) 	D
	<ul style="list-style-type: none"> Experience of face to face donor and/or alumni meetings 	D
	<ul style="list-style-type: none"> Experience of event management 	D
	<ul style="list-style-type: none"> Experience of alumni relations 	D
	<ul style="list-style-type: none"> Experience of donor stewardship 	D
Knowledge	<ul style="list-style-type: none"> Working knowledge of relevant government legislation and Institute of Fundraising Codes of practice 	E
General	<ul style="list-style-type: none"> Excellent written and verbal communication skills including writing engaging fundraising copy 	E
	<ul style="list-style-type: none"> Proven ability to produce accurate work, demonstrating good attention to detail and evidence of a methodical, 	E

	thorough and organised approach to project management	
	<ul style="list-style-type: none"> • Proven ability to work well in a small team in a fast-paced environment with well-developed, diplomatic and interpersonal skills, handling confidential information discreetly 	E
	<ul style="list-style-type: none"> • Proven ability to manage competing priorities effectively, identify and respond to challenges and opportunities, take initiative, meet tight deadlines and work without close supervision 	E
	<ul style="list-style-type: none"> • Proven track record of successful alumni or membership fundraising or regular giving fundraising in the charity sector, demonstrating donor acquisition, retention and income growth 	E

E-Essential: Requirement without which the job could not be done

D-Desirable: Requirements that would enable the candidate to perform the job well

Date compiled: Jun 2024

Salary and Conditions of Appointment

The post is permanent and full-time 35 hours per week, 1 FTE. The salary will be on the Professional Services salary scale, Grade 5 scale in the range £38,282 - £43,947 per annum pro rata (inclusive of London Weighting).

The post will be subject to the LSHTM terms and conditions of service. Annual leave entitlement is 30 working days per year, pro rata for part time staff. In addition to this there are discretionary "Wellbeing Days." Membership of the Pension Scheme is available.

LSHTM has a Hybrid Working Framework, which alongside agreed service requirements, enables teams to work more flexibly (if the role allows), promoting a greater wellbeing and work/life balance.

Application Process

Applications should be made on-line via our [jobs website](#). Applications should also include the names and email contacts of 2 referees who can be contacted immediately if appointed. Online applications will be accepted by the automated system until 10pm of the closing date. We regret that late applications cannot be accepted. Any queries regarding the application process may be addressed to jobs@lshtm.ac.uk.

The supporting statement section should set out how your qualifications, experience and training meet each of the selection criteria. Please provide one or more paragraphs addressing each criterion. The supporting statement is an essential part of the selection process and thus a failure to provide this information will mean that the application will not be considered. An answer to any of the criteria such as "Please see attached CV", "Yes" or "No" will not be considered acceptable and will not be scored.

Please note that if you are shortlisted and are unable to attend on the interview date it may not be possible to offer you an alternative date.

Asylum and Immigration Statement

LSHTM will comply with current UKVI legislation, which requires all employees to provide documentary evidence of their legal right to work in this country prior to commencing employment. Candidates will be required to email a copy of their passport (and visa if applicable) to HR prior to their interview and if appointed will be asked to bring the original documents in to be copied and verified before their start date.

Applications from candidates who require sponsorship to work in the UK will be considered alongside other applications but due to the salary range for this role not meeting the general salary threshold, only applicants under certain circumstances may qualify for sponsorship for this role. Please refer to the details on the Skilled Worker visa pages to check if you are able to be paid below the [general threshold](#). Please indicate this in your application and proceed if you are able to meet the requirements.

Applicants who do not currently have the right to work in the UK will have to satisfy UK Visas & Immigration regulations before they can be appointed.

Further information about Sponsorship and eligibility to work in the UK, can be found on the [government immigration rules page](#).