St Hugh’s College
UNIVERSITY OF OXFORD

Candidate brief and job description for the post of Director of Development
Welcome from the Principal, Dame Elish Angiolini QC

Thank you for your interest in this challenging and important role. The successful candidate will be joining St Hugh’s at an exciting time. One of the University’s largest colleges, St Hugh’s prides itself on our cutting-edge research, our welcoming and familial environment, and our academic endeavour.

We’re home to more than 800 students, with a rich history, and a bright future. The College is seeking to appoint a new Director of Development, with responsibility for maintaining the vital relationships the College has with our alumni, and the philanthropists and friends who support us all over the world.

Please take some time to read this candidate brief, and understand a little more about our wonderful College. We are very much looking forward to welcoming you, and to discussing your application further.
Set in 14 acres of beautiful gardens, St Hugh’s College is one of the constituent colleges of Oxford University. Founded in 1886, St Hugh’s admitted only women students until 1986, since which time it has been a mixed College. In its relatively short life, St Hugh's has produced some remarkable graduates. The College’s Fellows and lecturers undertake world-leading research and teaching across a wide range of academic disciplines. Current undergraduate students (approximately 420 in number) and postgraduate students (approximately 470) come from a rich variety of backgrounds and 520 of them are housed in our site in the Victorian suburb of North Oxford. This helps to make the College a stimulating and distinctive community within an outstanding university setting.

The collegiate system is at the heart of the University’s success, giving students and academics the benefits of belonging to both a large, internationally renowned institution and to a smaller, interdisciplinary, academic college community. It enables leading academics and students across subjects and year groups, and from different cultures and countries to come together to share ideas. The relatively small number of students at each college allows for close and supportive personal attention to be given to the induction, academic development and welfare of individuals.

The core of an Oxford University undergraduate education is the tutorial teaching provided by colleges. Teaching also takes place in classes, practicals, seminars and lectures, arranged by University departments and faculties. The individual attention received in tutorials means that, within the (broad) outlines of the degree course, students are encouraged to develop their own interests. This degree of individual attention is, with the exception of Cambridge, virtually unequalled in any university anywhere in the world. It is one of the most important justifications for the collegiate system.
The College is currently engaged in an ambitious fundraising campaign, both to increase our teaching endowment, and to provide the income needed for significant capital projects. These include both the restoration of our historic buildings and the development of new buildings and facilities on the site to reflect current and future student and teaching needs.

Annual alumni participation in the College’s fundraising programme has increased from 5% in 2006, to a high of 9% in 2019. The College is particularly proud of its campaign to raise the funds to erect a significant new building on the site. This building, the Dickson Poon China Centre Building, houses Oxford University’s interdisciplinary China Centre in a pioneering collaboration with the central University, as well as providing important residential, educational and social facilities for the College.

St Hugh’s has also built close relations with its alumni, stimulating their levels of interest, involvement and commitment to the College through events, communications and volunteering opportunities. The Alumni programme consists of a wide variety of regular alumni events, at a local, national and international level, and our communication channels include an annual publication and College website.
Summary of the Role

The Director of Development will be responsible for the overall strategic direction, management and performance of the Development Office. Along with this, the post holder’s primary personal responsibilities will be to generate private gift support for the College’s agreed priorities, within specific timescales; and to take leadership and oversight of the important relationship between the College and its alumni, and donors.

The Director of Development will be expected to identify and cultivate major potential donors with a view to raising financial support for College priorities, including capital projects. They will also have a clear understanding of the ways that alumni communications and events can be used to interest and engage alumni.

The post holder, who works closely with the Principal, will need to develop a good understanding, not just of how the College functions, but also of the complex relationships and opportunities for donor-led collaboration between the College and other parts of the collegiate University. Many prospective and current donors contribute regularly to more than one part of the collegiate University and solicitation and stewardship procedures and protocols need to be understood and adhered to.

Travel abroad is integral to the role, with the Director of Development undertaking face-to-face meetings both in the UK and internationally.

Upon successful completion of a probationary period, the Director of Development is normally elected to a Fellowship of the College by Resolution and will attend Governing Body meetings as a non-voting member. (The Governing Body, chaired by the Principal, is made up of Fellows of the College and is the College’s ultimate decision-making body.)
The Director of Development reports directly to the Principal, Dame Elish Angiolini QC, on issues of strategy and major gift donation, and to the Bursar, Harry Myring, on issues of budgeting, human resources and finances.

The post holder will work closely with the College’s Governing Body and with individual Fellows. They will ensure good working relations between the Development and Alumni Relations team and other teams in the professional structure of college, such as the Communications team, Domestic Bursary and the events management group. They will also keep a close and positive working relationship with donors and our alumni.
Key Tasks and Responsibilities

**Development**
- Develop, implement and lead plans to generate private trust, foundation, and corporate gift support for St Hugh’s in line with the priorities and targets agreed by Governing Body.
- Ensure that the St Hugh’s fundraising campaign is correctly communicated within a broader collegiate University campaign.
- Establish and maintain an active portfolio of donors (UK and overseas) with whom the College will aim to develop significant philanthropic relationships.
- Personally generate major leadership donations which will require the building of long term high level relationships and close consultation with the Principal, Bursar, University Development Professionals, Fellows and academic staff, and volunteers.
- Support the Principal when travelling to deliver fundraising stewardship and fundraising activity abroad.
- Update and implement an outstanding development programme for the College, to include cultivation and giving strategies that lead to sustained contact with potential donors, and create opportunities for securing major support.
- Work in partnership with Fellows of the College to understand academically complex projects and build compelling cases for support which will articulate and promote priorities, and engage prospective donors.
- Develop and implement an appropriate volunteer strategy, supporting the Fundraising Committee and the Alumni Relations Manager in their work with the College’s Alumni Association Committee.
- Work closely with the Principal to agree fundraising and activity targets that align with the College’s strategic priorities and set goals to monitor progress towards these.
- Work with the University’s Development team to ensure co-ordination of operational procedures within the collegiate University. These will encompass liaison with donors, clearance, cultivation, and fundraising plans for major donors. The Director will ensure that best practice is in place for the stewardship of donors in accordance with the University’s campaigns.
- Maintain and develop a stewardship strategy to ensure donors are appropriately recognized for their support, from developing a system to ensure timely thank you letters are sent, to more personally crafted, creative approaches to thanking individuals for major support.
- Oversee the legacy strategy, to increase awareness of legacy giving and ensure that it is considered in all Development activities.
- Oversee the regular giving programme, achieving agreed annual income targets for the Discretionary Fund.
- Oversee the annual Telethon and annual Direct Mail campaign, to ensure it is reviewed and reinvigorated each year.
- Promote a culture of regular giving by existing and future alumni, through existing initiatives and through building a donor culture amongst current students.

**Alumni Relations and Communications**
- Take overall responsibility for the strategic planning of alumni relations activities, determining priorities and ensuring agreed plans are implemented.
- Oversee the work of the Alumni Relations Manager in their implementation of an agreed programme of events and communications to promote, maintain and enhance relationships with the College’s alumni.
- Work with the Alumni Relations Manager to develop the annual Alumni Relations strategy for the College, which will contribute to and form a critical part of the College’s overall Development strategy.
- Ensure that the Alumni Relations programme supports the fundraising activity and priorities of the College.
• Oversee the redesign of the Development pages on the new College website, and ensure they are updated as required.

**Strategy and Leadership**

• Represent the College externally at the highest level, acting as an ambassador and setting an example to the rest of the team.
• Lead and manage the College’s development and alumni relations function in Oxford on a day-to-day basis.
• Work closely with the College’s senior professional staff to provide coherent strategic and operational plans, ensuring the Development and Alumni Relations team are fully integrated with other teams across College and all events and functions are collaboratively planned and delivered.
• Provide leadership and management to the Development Team. This includes establishing job descriptions, effective allocation of projects and workloads, day to day management and longer-term team planning, induction, supervision, personal development and training, objective setting and appraisal.
• Set performance measures for the College’s development and alumni relations activities and ensure that these are maintained.
• Prepare annual strategies and from time-to-time longer term operational plans for the team.
• Manage the team budget, which includes making the case for resources, monitoring expenditure and preparing reports as required.
• Set objectives and procedures to ensure that the activity of the team as a whole is recorded appropriately on Raisers’ Edge (the College’s Customer Relationship Management tool); and that all team members produce detailed contact reports after meetings and record email communication and profile information on the database.

**Person Specification**

**Essential**

• Personable and friendly disposition, with a high level of emotional intelligence.
• A credible and demonstrable track record in major gift fundraising, ideally for academic or cultural institutions. College will consider applicants who can demonstrate how their transferable skills and experience of working in a role and organisation of similar complexity would translate into the environment at St Hugh’s.
• Experience of working with senior level volunteer alumni and/or donor development boards.
• Experience in prospect management, prospect tracking and stewardship programmes in compliance with data protection law and best practice.
• A clear understanding of the strategic role of alumni relations and different fundraising activities in a balanced development programme. Ability to relate to different generations of alumni.
• Experience of leading and successfully managing a team and interacting effectively with other teams.
• Experience in budget management from day to day tracking and reconciliation of development income, to projecting annual income and expenditure.
• A good general level of education, including an honours degree or equivalent.
• An interest in and sympathy with the aims of a higher education institution.
Also Required

- Experience of fundraising in a higher education environment and a good working knowledge of the issues facing higher education.
- Dedicated, professional commitment.
- An ability to think strategically.
- An ability to take the initiative and to think on one’s feet.
- Excellent communication skills, both oral and written, with evidence of being able to lead and motivate others also involved in fundraising.
- The capability to represent the College and University at the highest level. Confident in engaging with highly successful and often high-powered individuals.
- The ability to manage time: to delegate and prioritise a substantial workload in different areas.
- The flexibility, personal sensitivity, clear thinking and tact that are needed when working with senior academics, prospective and existing major donors, volunteers and your team in the Development Office.

Terms and Conditions of the Appointment

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<th>Description</th>
<th>Details</th>
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<tr>
<td>Appointment</td>
<td>The appointment will be full time and conditional on verification of the candidate’s eligibility to work in this country. There will be an initial probationary period of 12 months.</td>
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<td>Salary</td>
<td>£70,000-£80,000 per annum depending on skills and experience.</td>
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<td>Pensions</td>
<td>Contributory Pension Scheme (Universities Superannuation Scheme) after the successful completion of probationary period.</td>
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<td>Meals</td>
<td>Membership of the Senior Common Room, with meals provided free of charge when the kitchens are open.</td>
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<td>Hours of Work</td>
<td>The post holder will be required to travel abroad, and work evenings and weekends as the role requires without entitlement to additional remuneration or time in lieu.</td>
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<td>Annual Leave</td>
<td>A full-time member of staff will be entitled to 30 days standard holiday (including personal days and Bank Holidays) and 8 days at Christmas (closure period and Bank Holidays associated with this time of the year).</td>
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<td>Notice</td>
<td>During the initial probationary period, notice will be one month on either side. Subject to satisfactory review and confirmation of the post the notice period will be three months on either side.</td>
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How to Apply

Please send an up to date CV and a covering letter explaining why you feel you would be suited to this position, together with the names and contact details of two referees, to the Principal’s PA, Amanda Moss, at Amanda.Moss@st-hughs.ox.ac.uk. Applications should be received by 5pm on Monday 16 March.

Prospective applicants wishing to discuss the position should contact Amanda Moss, by email or on 01865 274920.

Those named as referees should have direct experience of the candidate’s work, either as a manager or through a sustained period of professional interaction; ideally one of them should be a formal line manager at the most recent employer. It would be helpful if candidates could indicate the capacity in which their referees have gained knowledge of their work. The College will assume that it can approach referees at any stage of the application process unless candidates indicate to the contrary. Any such restriction should be clearly stated alongside the details of the relevant referee.