## Campaigns & Insights Officer

**Job Title**: Campaigns & Insights Officer  
**Line Manager**: Deputy Development Director  
**Team**: Development & Alumnae Relations

### Contract
- Full-time (35 hours per week)  
- Permanent  
- Out of hours work, including evenings and weekends, will be required, on occasion, to fulfil the requirements of the role.

### Salary
Equivalent to University of Oxford Grade 5, currently £28,759-£33,966 per annum, dependant on experience [https://finance.admin.ox.ac.uk/salary-scales#collapse1096021](https://finance.admin.ox.ac.uk/salary-scales#collapse1096021)

### Location
This role is based on-site at the College's main site in Cowley Place, Oxford, OX4 1DY.

### Main purpose of the job
- To construct and deliver a profitable programme of digital and off-line giving campaigns, based on a systematic mining of data and insights.  
- To support the general building of intelligence regarding our alumnae, donors and prospects, applying a sense of curiosity to all that you do.  
- To enable the College to build strong, positive relationships with and between alumnae across the eras.  
- To provide direct support for the team’s other fundraising and events programmes.

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**St Hilda’s College**

St Hilda’s is one of the constituent colleges of Oxford University, spectacularly set in four acres of gardens on the banks of the Cherwell at Magdalen Bridge. The College, which enjoys registered charitable status, is an independent and self-governing body, with an academic staff of about 100 Fellows and Lecturers. There are at present approximately 400 undergraduates and 220 graduate students. The College has a long tradition of inclusion, and the community here is diverse and down to earth. It has ambitious development plans and its ethos is a commitment to “excellence and equality, fostering intellectual and personal achievement in an environment in which every voice matters. Under the academic guidance of world-class researchers, students are expected to challenge and question, as pioneering, independent thinkers who will go on to shape their generation. We have just over 8000 alumnae, with just under half having matriculated since 2000. 72% of our alumnae reside in the UK, 8% in the USA and 20% across the Rest of the World.
The Development & Alumnae Relations Team

St Hilda’s is a welcoming place to work and the Development Office is responsible for fundraising for the College.

The post-holder will be joining our team at an exciting time as we build a new campaign to raise funds to help the College deliver on its 2024-2029 strategy. Led by the Development Director, the members of the team have specific responsibilities for elements of the fundraising and the wider development and alumnae relations programme. The team members work closely and frequently interact with other teams within the College, including the Communications Manager and the Events Team, which runs alumnae events.

Team Structure

- The Development Director sets the overall strategic direction for the team and is responsible for major gifts fundraising and is a Fellow of the College and a member of Governing Body.

- The Deputy Development Director oversees the day to day running of the office, with primary responsibility for alumnae relations activities and responsibility for higher-level stewardship and support for the Development Advisory Board. The Deputy has strategic oversight of our events programme and communications.

- The Senior Development Executive works with donors and prospects at the middle to major gifts level, and runs stewardship and donor events.

- The Donor Stewardship Manager ensures that making a donation it is a smooth process and that their relationship with the College as a donor is a rewarding one.

- The Alumnae Relations Officer enables the College to build strong, positive relationships with and between alumnae across the eras, helping to create the conditions for sustained fundraising.

- The Campaigns & Insight Officer delivers a programme of digital and off-line giving campaigns, based on a systematic mining of data and insights, and supports the general building of intelligence regarding our alumnae, donors and prospects.

The Role

- Lead and manage of the College’s regular giving programmes, primarily telethons and Giving Days, with the support of the Deputy Development Director and telethon consultants, when engaged. Management tasks will include campaign communications; campaign administration; data and prospect work; recruitment, training and managing student callers; following up of outstanding pledges.

- With the Donor Stewardship Manager, ensure that campaign gifts are recorded accurately on the database Raiser’s Edge NXT.

- Analyse patterns of giving amongst the donor base, working with the Senior Development Executive to identify any individuals or groupings that appear to be capable of donating at a higher or more sustained level.

- Under the guidance of the Deputy Development Director, ensure that the Development regime is operating in accordance with GDPR and other regulatory guidelines in relation to the management of data.

- Co-ordinate any systematic enhancements to our data, such as wealth screening, lost alumnae searches and address updates using third party providers.

- Use creative approaches to encourage recent graduates to engage with the College and make participation gifts and donations.

- Support students, where appropriate, with fundraising campaigns for College clubs, societies and projects.

- Produce research profiles for events and visits so that the Principal and other key staff can absorb the backgrounds of attendees and prospects.
• Work with the Donor Stewardship Manager to ensure that the College provides a way to donate on relevant social media channels or other giving platforms (e.g. JustGiving).
• Provide support and expertise to any individual or college-wide fundraising challenge events.
• Support the Alumnae Relations Officer to conduct a programme of regular alumnae surveys that help to build a picture of affinity with the College and the popularity of various executed or planned cultivation activities.
• Operate a system that automatically recognises the birthdays and key milestones of our alumnae and provides the basis for meaningful engagement with them by the team.

Additional Responsibilities:
• To contribute to the comprehensive record-keeping and reporting of all substantive alumnae contact on the database, Raiser’s Edge NXT.
• To attend events and represent the College in Oxford and elsewhere in the UK to promote the College and enhance its reputation.
• To build networks across the University, other Colleges and charitable sector to ensure that St Hilda’s follows best practice.
• To undertake training as required: The University of Oxford offers a full programme of training and personal development via the Advancing Oxford network. Full training on the College database Raiser’s Edge NXT can also be provided.

The duties and responsibilities described above may be subject to reasonable amendment from time to time. In addition, you will be expected to perform any task reasonably assigned to you by your line manager.

Selection Criteria

Essential Skills and Experience
• An experience of and interest in the management of data to provide insights and advantages for an operation that is focused on developing greater levels of engagement and donations.
• A naturally curious outlook that results in an ability to spot trends and produce richer insights.
• A can-do attitude and inter-personal skills that help foster teamwork, with the ability to deal confidently and appropriately with a wide variety of people.
• A good command of English, both written and oral
• Educated to degree level or equivalent professional experience
• Experience of project management
• Experience of working in a small, busy team
• Ability to exercise initiative, good judgement, tact and diplomacy in communications with alumnae, prospects, donors and volunteers representing the College and its development programme and College representatives
• Confidence to work independently without supervision as a member of a small team
• Adaptability and flexibility to manage a variable workload
• Ability to stay calm and work accurately when under pressure
• Excellent attention to detail
• Experience in the use of Raiser’s Edge NXT, or similar CRM database.
• Excellent computer skills, including Excel, Word and University databases; the interest in and ability to learn new IT skills as required
• Ability to handle confidential and sensitive data with discretion
• Willingness to undertake training and development to ensure skills and competencies are kept up to date
• Willingness to contribute to the College’s community.

Desirable Skills and Experience
• Experience in alumnae relations, fundraising and communications
• Understanding of studying within the collegiate University.
Terms of Employment and College Benefits

- University of Oxford Grade 5, current salary range £28,759-£33,966 per annum.
- Permanent, full-time post, based at the College site in Cowley Road, Oxford.
- Occasional out of hours and weekend working will be required to fulfil the duties of this post.
- 6-month probationary period.
- Generous contributory pension scheme: OSPS
- Paid holiday entitlement of 38 days per year, including public holidays.
- A meal is provided free of charge when on duty, provided the kitchen is open.
- Additional College benefits include: An Employee Assistance Programme provided by Health Assured; a Private Medical and Dental Scheme (The College participates in a private medical and dental insurance scheme which enables staff to take advantage of group subscription rates); Discounted travel on buses and trains through an interest free season ticket loan; a Cycle to Work Scheme And, Eye Tests and Discounted Lenses or Frames.

December 2023