



Role Description

Job title	Deputy Head of Development
Reports to (Position Title)	Head of Development

Role Purpose:

The responsibilities of the Deputy Head of Development will be to build affinity and support for Cambridge University Rugby Union Football Club (CURUFC) by engaging with alumni, parents and supporters. The postholder will lead the implementation of all fundraising activities and play an integral role in the Club's communication strategy. The postholder will be supported by the Club's other officers and Development Committee volunteers to fulfil this crucial role. Current campaigns are summarised in the Appendix to this document.

The postholder will provide leadership, guidance, management, development and support for Executive Committee, volunteers, and colleagues in matters relating to fundraising and stewardship.

Hours of Work and Salary:

The role is expected to be a 0.4 full time post, at least half of the time should be worked at the CURUFC offices in Grange Road. The full-time equivalent salary will be in the range of £32,000 to £34,000 with the starting point depending on the experience of the appointee. The salary will be paid monthly. CURUFC has a pension scheme into which the post holder will be eligible to join.

Role Responsibilities:

1. Strategy development

- With the support of colleagues, develop and lead an integrated strategy to establish and sustain multi-year fundraising approaches to the broad CURUFC community – alumni, family and friends worldwide, and have responsibility for implementing this strategy, using the most appropriate tools available which may include telephone campaigns, as well as digital, direct mail or face-to-face contacts

2. Regular giving (Red Lion Fund)

- Develop a regular giving data strategy to ensure fundraising appeals are properly directed to potential donors and are cost-effective. Ensure compliance with the requirements of the Data Protection Act, Payment Card Industry Data Security Standard (PCI DSS), General Data Protection Regulation (GDPR), the Fundraising Preference Service (FPS) and The Privacy and Electronic Communications Regulations (PECR).
- Provide leadership and support on initiatives and projects that build relationships with a wide range of alumni and friends. Facilitate ongoing conversations with alumni about how the Club can better implement its 'One Club' ethos.

3. High-value philanthropic fundraising

- In association with fundraising partners, undertake prospect research, screening, proposal development, reporting & stewardship. Provide leadership and support with Charities Act

and Charity Commission requirements for CURUFC (e.g. maintaining records and helping with the preparation of reports and accounts).

- Support the management of productive philanthropic relationships with donors. Work with CUDAR (Cambridge University Development and Alumni Relations) and Cambridge in America colleagues to support the identification, cultivation, solicitation, and stewardship of prospects and donors overseas.

4. Legacy giving

- Work to embed a legacy giving strategy into the fundraising giving programme.

5. Stewardship

- Implement and develop the Club's stewardship strategy for donors including stewardship events, recognition, and reporting for major donors, where appropriate.

6. Communications

- Liaising with Club colleagues implement the communications strategy that supports engagement and fundraising efforts.
- Communicate with members, parents, and supporters to build trust that resources are allocated reasonably and equitably.
- Work with the Head of Communications to develop philanthropic written material including brochures, emails, social media posts and reports, liaising where appropriate with other University agencies.

7. Policy and systems development

- Lead on the development and implementation of donor-related policies, systems and processes acknowledging CURUFC's responsibilities to its donors and upholding the University's policies on the ethical acceptance of gifts and management of benefactions.
- Identify and assess progress against a series of agreed benchmarks in order to measure the impact and success of activities undertaken, exhibited through greater event attendance, increased giving, and strategic involvement of alumni and parent volunteers.
- Prepare and manage budgets for CURUFC's fundraising activities and actively monitor the response and return on investment of different solicitation methods to ensure effective deployment of budgetary resources to meet agreed targets for participation and income

8. Data Management

- Support the Club's data protection officer, maintaining the security of supporters' personal data.
- Enhance the quality of the Club's data to improve contactability.

9. Volunteer management

- Lead a network of volunteers interested in supporting the Club's fundraising programmes and provide strategic advice and consultancy, to ensure a co-ordinated strategy for the agreed programme of major and regular giving campaigns.
- Assist with ongoing volunteer recruitment, and training where appropriate.

10. Events Support

- Provide support for alumni activities, including collaborating with colleagues on the implementation and promotion of Club events.

Appendix: Campaigns

Red Lion 150 campaign

Launched in 2016, the Red Lion 150 campaign aimed to celebrate the 150th anniversary of the club (1872-2022) by securing an additional annual income of £150,000 to support the playing experience, bursaries and ongoing running costs of the Club. People could sign up for regular giving, give larger sums to an Investment Fund or make a legacy.

This was concluded in 2023, delayed an extra year because of the pandemic. It reached £110,000 per annum. Regular giving needs to be maintained and increased as does legacy funding.

Ground Development

In a new initiative and along with the University Sports Service, University Estates Department and CUDAR, the Club is now actively pursuing a two-phase ground development plan, each of which will require the philanthropic participation of its alumni and other supporters:

Phase 1

- This would see a floodlit Artificial Grass Pitch (AGP) at Grange Road which will enable more use of the ground, badly needed for Rugby as much as for other sports. (Cost c £1,600,000).
- A small extension at the East side of the pavilion and knocking through the west side of the pavilion to increase the size of the changing rooms. To redevelop the West end of the Pavilion terrace for wheelchair access and viewing. (Cost c£500,000).

Phase 2

The continual usage of an AGP would need more facilities. To accommodate these a redevelopment of the Bar and Dining areas to create two further changing rooms, meeting rooms, further medical and officials' accommodation as well as larger entertaining facilities is planned. (Cost c£5,500,000)

CUDAR (Cambridge University Development and Alumni Relations) will focus on high net worth individuals with the greatest capacity for giving. CURUFC will need to liaise carefully and may be involved in helping host some events involved.

CURUFC will focus its efforts on the second level of potential giving and run a campaign to achieve the funding needed to undertake the East extension to the pavilion.