Careers in Development and Alumni Relations

Candidate Information Pack
Senior Associate Director, University Library

May 2022
Dear Prospective Candidate,

Thank you for your interest in the position of Senior Associate Director, University Library.

Cambridge University Library is one of the world’s great research libraries, sitting at the heart of a network of faculty and departmental libraries which are the cornerstone of Cambridge’s academic community.

Our libraries have many different guises: as venues for cutting-edge research and equipment, as learning spaces for our students, and as places for engagement and knowledge-sharing with a wider public - from local history societies to the many individuals who visit our exhibitions and use our resources.

Cambridge University Libraries’ six hundred-year history is founded on philanthropy, and the earliest references to the library at Cambridge University are found in the wills of donors bequeathing books to the fledgling library. In the centuries since, many of the greatest treasures of our collection have been donated, and in recent years philanthropy has supported groundbreaking projects to develop new digital services.

This is a time of great change for Cambridge University Libraries and philanthropy has the opportunity to make a transformational difference. We have a strong, international profile, recently reinforced by the successful appeal for the return of the missing Darwin notebooks, the acquisition of the Stephen Hawking Archive, and a growing public audience, with more than 100,000 exhibition visitors in the year before the pandemic.

The Senior Associate Director will play a central role in our future success. Like my team, I love libraries, and love being part of an inspiring community of scholarship and learning. I hope you will consider joining our community.

Thank you for your interest.

Best wishes,

Dr Jessica Gardner
Director of Library Services and University Librarian
Introduction

We are a friendly and lively Development & Alumni Relations team who work hard to deliver the University of Cambridge's significant fundraising potential. And though the name and reputation of Cambridge is known worldwide, you will find it a friendly and welcoming place to work where your experience will be recognised and valued.

For 800 years, the University of Cambridge has championed brilliant minds, facilitating collaboration and encouraging the creation of world changing ideas. Cambridge has been home to ground-breaking scientific breakthroughs, driving our understanding of the origins of the universe and the very building blocks of life.

The University of Cambridge has a long history of commitment to philanthropy and success in fundraising. Philanthropy is key to the University meeting its mission of contributing to society through the pursuit of education, learning and research at the highest international levels – and the University recognises this.

To meet these aspirations, the University has continued to invest in the Development & Alumni programme and is clear about the strategic importance of philanthropy for Collegiate Cambridge. This commitment allows us to continue to innovate and transform approaches to fundraising, leading the sector and working at the cutting edge of what we do.

Here at Cambridge University’s Development and Alumni Relations office, we are now looking to recruit for the role of Senior Associate Director, University Library, who will join our successful and rapidly expanding fundraising team.

Reporting to the Director of Development, Schools and Institutions, the role holder is responsible for supporting the Library and its departments in their development of prioritised needs; devising fundraising plans and strategies with the Library, and then working to secure the philanthropic support to meet those needs.
The main University Library (known as the UL) offers the chance to explore a world of knowledge. Home to over 8 million books, journals and other items, the Library provides a unique space to study.

The UL has one of the largest collections on open shelves in Europe. With over two million volumes housed on open shelves, students and academics benefit from immediate access and unparalleled opportunities for browsing. Uniquely for a legal deposit library, much of our collection may be borrowed by University members.

Major opportunities exist to develop the Library’s collections, to develop its site, to facilitate its evolution in the digital world, and other many innovative and exciting projects. Support for Cambridge University Library today will have an enduring impact, and will resonate far beyond the boundaries of academia.

You will help the University to develop long-term holistic partnerships with high level donors and ultimately to secure financial support at the 5, 6 and 7 figure level for the Library’s priorities.

At the University Library, the post holder will be situated within the small External Engagement team, alongside colleagues in communications, membership, exhibitions and events. They will work particularly closely with the Director of External Engagement, and in partnership with the Membership Manager. They will also be invited to sit on the ‘Library Council’, a group of approximately 30 senior staff from across Cambridge University Libraries.

The position of Senior Associate Director, University Library, is an exciting opportunity for someone who is naturally collaborative, outgoing, entrepreneurial and a self-starter with the gravitas to lead on relationships with senior volunteers, stakeholders and donor. A background or experience in the cultural, heritage or arts sector would be desirable, but not essential. The successful candidate has a strong track record in major gifts fundraising or equivalent fundraising experience, and wants to have a major impact on a world-renowned institution.
We raise major philanthropic gifts from alumni and non-alumni sources; encourage lifelong relationships between the University, its alumni and supporters; and ensure that the worldwide community of more than 310,000 alumni is informed about developments within the University and equipped to be effective ambassadors and advocates.

Cambridge in America (CAm) is the fundraising and alumni and supporter engagement arm for Collegiate Cambridge in the most developed philanthropic market globally, the United States (www.cantab.org).

The Development and Alumni Relations office and CAm work collaboratively with each other and their advancement counterparts in the 31 Colleges to maximise the philanthropic opportunities for the Collegiate University. For further information on the University and its structure, please visit https://www.cam.ac.uk/about-the-university

Our campaign

In autumn 2015, the University launched its most ambitious fundraising campaign to date. The Dear World... Yours, Cambridge campaign for the University and Colleges of Cambridge is in its final year and has reached the £2 billion target. For more information on the Campaign, please visit https://www.philanthropy.cam.ac.uk/

About us

With more than 150 staff members, Development and Alumni Relations is a lively, collaborative and stimulating place to work. We are a team that enjoys each other’s company and makes time to have fun whether that’s baking competitions, book clubs or fundraising for local Cambridge charities with our ‘Small Change for Change’ initiative.

There is a clear understanding that our success is based on the collective and working collaboratively. We come from many different backgrounds and nationalities, and value the strength that comes with difference.

We are committed to being a team that promotes mutual understanding and encourages different perspectives. We know the positive contribution that diversity brings to our workforce.

We are proud of our Major Gift Learning Series – a bespoke fundraising curriculum based on research-driven best practice in the fundraising industry, an exciting and career-building development and learning programme for staff. For more about us, please visit www.philanthropy.cam.ac.uk/careers/staff-voices

We are committed to being values-driven and our Peer Recognition Initiative recognises individual members of staff each month who have demonstrated one or more of our 5 Values - Collaboration, Accountability, Respect, Passion and Excellence. For more on our mission, vision and values, please visit www.philanthropy.cam.ac.uk/careers/development-and-alumni-relations
Job Description

Key Duties and Responsibilities

Developing and Implementing Fundraising Strategy

- Develop a strategy and operational plan to optimise giving from the Library donor constituency for their fundraising priorities including the appropriate involvement of senior staff at the Library, as well as development and alumni relations colleagues.

- Based on knowledge and experience of major gifts fundraising success, provide guidance to University Development & Alumni Relations colleagues, academic and Library leaders about fundraising priorities that are likely to find support from the donor constituency and from potential donors within that constituency.

- Coordinate with colleagues across Collegiate Cambridge to ensure effective, joined up fundraising for all priorities.

- Develop effective relationships across Collegiate Cambridge to manage and coordinate strategic approaches to prospective donors to avoid conflicts in order to promote Cambridge’s interests and priorities effectively.

- Work with the Prospect Development team to identify prospects from the donor constituency with whom the Library will aim to develop significant philanthropic relationships.

Cultivation of Major Gifts Prospects

- Work with Communications colleagues to develop appropriate strategic support documents for priority Library projects and opportunities for dissemination to potential donors.

- Build and manage relationships, on behalf of the Library, with major donors (i.e. organisations or individuals capable of making gifts between £100,000 and £5 million).

- Through conversations with senior Library colleagues, academics, donors and volunteers, and by means of individual research, identify new potential donors with philanthropic interest in Cambridge to add to the prospect pool.

- Make personal donor visits within the UK, participate in events, and communicate with prospective donors with a view to assessing their philanthropic interest in Collegiate Cambridge in general and articulated Library fundraising priorities in particular. The ratio of these activities will vary according to the donor constituency, but in each case, proactive and strategic engagement of the potential donor community will be crucial.
Cultivation of Major Gifts Prospects cont.

- Refer on qualified prospects whose interests lie elsewhere to relevant development colleagues within the Collegiate development community.

- Develop and implement cultivation and solicitation strategies for potential donors so as to motivate significant gifts to match Library fundraising priorities.

- Become fully informed on Library fundraising priorities and collaborate with colleagues, including those whose fundraising focus is with a School, in order to ensure that the donor constituency is presented with the fundraising opportunities that will resonate most strongly with them.

- Represent the philanthropic priorities of the Library both orally and in writing to donors and potential donors.

- Working with colleagues in the events team, devise and oversee strategic cultivation events involving academic and institutional leaders and prospective donors to motivate greater involvement with the Campaign and to increase the likelihood of major gifts to Library priorities.

Gift Solicitation and Settlement

- Solicit and secure major philanthropic gifts (£100,000 to £5 million) from individuals, trusts and foundations and/or corporates as appropriate to meet the Library’s prioritised funding needs in the context of on-going fundraising activity for Collegiate Cambridge, and the next major fundraising campaign.

- Through in-person solicitation - either alone or in conjunction with academic champions or Library fundraising volunteers - and/or by means of formal written proposals, produced in collaboration with Philanthropic Communications Officers, make major gift solicitations in line with agreed metrics for gift amounts between £100,000 and £5 million to support the Library priorities each year.
Key Duties and Responsibilities

Stewardship

• Rooted in the principle that existing donors are the best future prospective donors, work closely with academics and other leaders and with colleagues in the Stewardship team to develop and oversee implementation of effective stewardship plans so that major donors are fully aware of the impact of their gifts and feel motivated to make further significant gifts to Collegiate Cambridge.

• Ensure that effective stewardship also motivates prospective donors and enhances the Library’s overall reputation as a worthy and effective recipient of philanthropy.

• In collaboration with University Development & Alumni Relations, academic and institutional colleagues, follow up on gift solicitations to ensure closure and satisfactory settlement and recording of major gifts and commitments.

Management

• Lead and manage the development function in relation to donors and coordinate with the development and alumni relations support teams as well as with University leaders and academics to maximise fundraising success.

• Proactively take personal responsibility for ensuring that agreed outcomes are delivered on time and effectively; as a senior member of the fundraising team, develop this sense of personal responsibility within teams.

• Act as a role model to other team members, supporting a motivational environment where people are challenged, developed, encouraged and supported to achieve outstanding results.

• Influence senior internal stakeholders, leadership volunteers, and potential donors.

• Develop and strengthen the understanding of principles of major gifts fundraising among academic champions and other leaders by means of workshops, seminars, and one-to-one conversation and training.

• Carry out training of development and alumni relations colleagues as needed, particularly on the specific qualities of the donor constituency.

• Manage volunteer relationships, including any relevant University-wide volunteer bodies created to support the Library’s fundraising priorities.

• Identify and create new volunteer networks in key countries.

• Ensure that information related to major gift fundraising work is collected, organised and managed effectively and according to the policies and protocols of the University. This includes the conscientious and timely updating of the alumni and donor database.
Person Specification

Education and qualifications

- Good first degree (essential).

Specialist knowledge and skills

- Ability to relate effectively to the academic and cultural communities and their aims.

- Ability to communicate persuasively with a variety of individuals/audiences often with disparate outlooks, aims and objectives.

- A combination of personal sensitivity, creativity and tact that is needed when working with senior academics and curators, development colleagues and prospective major donors to the Library.

- The ability to engage key internal stakeholders to work towards common goals and outcomes.

- Ability to communicate concepts and ideas, drawing on relevant data as appropriate.

- Excellent negotiation and problem solving skills.

- Excellent social skills and cultural understanding, and a high level of communication skills, both oral and written.

- Ability to build empathetic relations with high net worth individuals in a variety of professional and high visibility positions.

- Demonstrate a high level of awareness of personal impact and modify behaviour accordingly, listen and respond constructively to the realities and needs of others by using a range of communication skills and strategies.

- Ability to work as part of a wider professional team and to contribute to the development of fundraising for Cambridge as a whole.

- Self-motivated, with an ability to respond rapidly and professionally in situations where it may not be possible to refer or seek guidance from senior staff.

- Highly opportunistic and able to take the initiative on own when the situation demands it.

- Possess tenacity, drive and imagination.
Person Specification

Relevant experience

- Proven track record in major gift fundraising from individuals, corporates and/or trusts and foundations or comparable business experience working with high net-worth individuals, institutions or organisations.

- Significant experience of the management of key relationships with high net-worth individuals.

- Proven track record in working with academic leaders (or analogous leaders from the charitable or commercial sectors).

- Expert technical and professional skills in the relevant discipline including up-to-date knowledge of relevant legislation; will be a point of reference/expertise for members of the Collegiate University.

- Demonstrable capacity to analyse, think critically, strategically and to innovate, both to promote innovation and resolve/respond to problems.

- Numerate, data literate, including in respect of methodologies for effective analysis and presentation of data.

- Track record of operation at senior level with multiple stakeholders.

- Experience of working with high net-worth individuals.

- An interest in how academic research and scholarship affects our understanding of the modern world and its important role in addressing pressing contemporary issues.

- Experience of working in the higher education, cultural or the not-for-profit sectors, and in particular an understanding of Cambridge University, its mission and its need for external funding (desirable).

Additional requirements

- The ability to engage and identify with the ethos and objectives of the Libraries.

- To have the gravitas required to command respect among senior stakeholders across Collegiate Cambridge; within the development office; and among volunteers, donors and potential donors to Collegiate Cambridge.

- To understand and be able to work within the politics and protocols of University life at a senior level.

- To be comfortable working with and contributing to online donor and relationship management databases.

- To possess a strong natural drive towards getting into the field; a desire to be actively engaging with donors and potential donors to Collegiate Cambridge.

- Candidates will ideally have experience of working in the culture and heritage sector.

- Willingness to work out of regular hours and to travel as needed.
Terms and Conditions

Location
1 Quayside Bridge Street
Cambridge CB5 8AB

We practise a hybrid working model and the successful candidate will be expected to be in the office for a minimum of two days a week.

We welcome discussions on flexible working.

Salary
Grade 10, £56,587 to £65,573 per annum

Hours of work
There are no conditions relating to hours and times of work but you are expected to work such hours and days as are reasonably necessary for the proper performance of your duties. Your times of work should be agreed between you and your line manager.

Length of appointment
Permanent

Probation period
9 months

Annual leave
33 days plus Bank Holidays, but including fixed periods at Christmas when the Department/office is closed. The period for calculating entitlement to annual leave in any particular year is the academic year: that is, 1 October to 30 September.

Pension eligibility
Universities Superannuation Scheme (USS) Pension scheme details are available on the University web pages at: www.pensions.admin.cam.ac.uk/uss
Information about the legal requirement for the University to automatically enrol its eligible jobholders into a qualifying workplace pension scheme from 1 March 2013 is available at: www.pensions.admin.cam.ac.uk/home/auto-enrolment-workplace-pensions

Retirement age
The University does not operate a retirement age for assistant staff/research staff/unestablished academic staff/unestablished academic-related staff BUT for established academic and academic-related staff, the University operates a retirement age which is at the end of the academic year in which the University officer reaches the age of 67.

Pre-employment checks
The University has a legal responsibility to ensure that you have the right to work in the UK before you can start working for it. If you do not have the right to work in the UK already, any offer of employment made to you will be conditional upon you gaining it.

If you need further information, you may find the Right to Work page within the Applying for a job section of the University’s Job Opportunities pages helpful. Please see https://www.jobs.cam.ac.uk/right/
Equality of Opportunity at the University

The University has built its excellence on the diversity of its staff and student community. We aim to be a leader in fostering equality and inclusion, and in promoting respect and a sense of belonging for all. We encourage applications from all sections of society. All appointments are made on the basis of merit. We have an Equal Opportunities Policy, along with a range of diversity networks for women, black and minority ethnic and lesbian, gay, bisexual and transgender staff. More details are available here: http://www.equality.admin.cam.ac.uk/

The University has a bronze Race Equality Charter aware, with framework for improving the representation, progression and success of minority ethnic staff and students within higher education. Furthermore, the University’s Athena SWAN award recognises and celebrates good practice in recruiting, retaining and promoting women.

Information if you have a Disability

The University welcomes applications from individuals with disabilities and is committed to ensuring fair treatment throughout the recruitment process. Adjustments will be made to enable applicants to compete to the best of their ability, wherever it is reasonable to make them, and, if the candidate should be successful, to assist them during their employment. Information for disabled applicants is available at: www.admin.cam.ac.uk/offices/hr/staff/disabled/

You are encouraged to declare any disability that you may have, and any reasonable adjustments that you may require, when applying for the role. This will enable the University to accommodate your needs throughout the process as required. Applicants and employees may, however, declare a disability at any time.

How to Apply

To apply for this vacancy and for further information about this role, please visit the University’s job opportunities page at http://www.jobs.cam.ac.uk.

There you will need to click ‘Apply Online’ and register an account with the University’s web recruitment system. Please apply by submitting a copy of your CV and a covering letter highlighting your suitability for the position.

The closing date for this position is Monday 20 June 2022.

First round interviews for this position are anticipated to take place week commencing 27 June 2022.

Second round interviews for this position are anticipated to take place week commencing 4 and 11 July 2022.