

Job Advert

Telephone Fundraiser

Saturday 9th February – Sunday 3rd March 2019

# Rate of Pay: £8.75/hr (inclusive of holiday pay)

1. **Introduction**

* The Development and Alumni Relations Office (DARO) is the official development and alumni relations office of Durham University dedicated to advancing the goals of the University by garnering philanthropic grants, donations and legacy gifts from alumni, stakeholders and other partners both within the United Kingdom and abroad.
* The core task of DARO is to engage with alumni, friends and partners on the one hand and to promote, and seek external resources for the development of the University, on the other. DARO’s mission is to engage with, and harness the goodwill of, our alumni, volunteers, friends and partners in order to advance the development aspirations of the University. We achieve this by securing bequests, endowments, philanthropic grants and gifts that further the University’s goals, satisfy the objectives of our partners and benefactors, and respond to societal, economic and technological challenges.
* Alumni and Supporter Engagement is a multi-functional team providing: mass solicitation fundraising, alumni communication and engagement, surveying, alumni event creation and management and alumni support to colleges and academic departments.
* Telephone Fundraisers (TF) are an essential element of our annual fundraising activities. Each TF has primary responsibility for initiating rapport with members of our alumni community and soliciting gifts for a variety of causes, such as the Student Opportunities Fund, college projects and departmental priorities. TFs work shifts during evenings and weekends.
* Each TF will be expected to work through an allocation of calls each shift under the supervision of the Call Room Manager, managing their own workload to successfully meet calling targets.
* Each TF will be expected to enter data into the telephone campaign software so accurate data entry is essential.

**2. The objectives** of Durham University Annual Fund are as follows:

* To engage with the alumni community and attract new donors, either to give a single or regular gift, to the areas that most interest them within the University (eg Student Opportunities Fund, College, Department, Institute, Sport).
* To report back to annual fund donors in a regular and timely manner on the impact of their gift, using mail, telephone, web and social media as appropriate.
* To retain donors by providing an excellent donor journey from their very first gift.
* To reactivate lapsed donors and upgrade the gift level of existing donors through high quality and engaging communications via telephone, mail, email and social media.

**3.** As a **Telephone Fundraisers** will be responsible to the Call Room Manager and will work closely with the whole Annual Giving Team. Your specific areas of responsibility will be as follows:

* You will be responsible for making calls to alumni. The call should be friendly and engaging building rapport, and ultimately asking them to support the University by making a regular or single donation. A particular focus for 2018-19 is to acquire as many new donors as we can.
* You will work on a part-time, temporary basis and will need to be available to work a minimum of **three sessions per week.** TFs will sign up for one of two rotas at the beginning of the campaign which will include two evening and one weekend session (either Monday, Tuesday and Saturday or Tuesday, Friday and Sunday).The sessions currently take place weekday evenings 6:15 – 9:30 pm, Saturday 11:45 am – 6:00 pm. Sunday 1:45 pm – 8:00 pm. There may be slight alterations, or additional calling sessions that you can optionally sign-up for as the campaign progresses.
* It is expected that as members of DARO you will adhere to the rules and policies of the office.
* It is expected that while working as a TF you will be able to manage your time appropriately. You must:
  + Be punctual whilst attending shifts. If you arrive after the start of the shift without prior notification you will not be allowed in and it will be recorded as a missed shift.
  + Observe confidentiality rules.
  + Take the data protection online module before starting to work for us.
  + Undertake instruction, at all times, from the Call Room Manager, or any other members of the DARO team present during a calling shift.
* This job involves clearly defined targets that you will be expected to meet. Meeting these targets will be a pre-requisite for continuing in the role, and being offered work in subsequent terms.

**4. Qualifications**

The successful candidate will:

* Be motivated to raise money for the University.
* Be confident in their ability to solicit donations.
* Be confident in dealing with objections.
* Preferably have prior experience in a telesales, fundraising or sales role.
* Be willing to work in a target based environment.
* Be an excellent listener.
* Be a “people person”.
* Enjoy working in a team.
* Be tactful and diplomatic.
* Be an excellent communicator verbally and in writing.
* Have a good capacity for hard work and be willing to learn.

If you would like further information, you may find the Alumni section of the University website interesting:

<http://dunelm.org.uk/student-callers-recruitment>