



# Careers in Development and Alumni Relations





## Letter From Alison Traub

### Dear Prospective Candidate,

**Thank you for your interest in the position of Campaign Director. I am delighted that you are interested in this incredibly exciting role.**

This is an exciting moment to join us. Our recent success with the £2 billion Dear World, Yours Cambridge campaign, which closed ahead of target, has set a new benchmark, and we are now focusing our energy on preparing for an even more ambitious future. This role sits at the heart of that vision—driving the largest campaign in Cambridge’s history and shaping the trajectory of our University’s legacy.

As Campaign Director, you will work closely with our Executive Director and senior colleagues across Collegiate Cambridge to lead the strategic planning, launch, and progress review of this next campaign. Your expertise will guide priority-setting among key internal stakeholders, ensuring that the campaign aligns with Cambridge’s most pressing and visionary goals. You will also oversee our campaign volunteer boards and coordinate critical business improvement projects that will underpin the campaign’s success and our ongoing readiness to deliver on our objectives.

We are looking for someone who will help us sustain the momentum from our previous campaign and elevate it even further. You’ll be an excellent manager and an inspiring leader, adept at navigating a complex environment and fostering collaboration. Ideally, you will bring a demonstrable track record of leadership in a successful £500m+ campaign within higher education or the nonprofit sector.

If you’re energised by the idea of creating what’s next for Cambridge and helping us reach unprecedented heights, we would love to hear from you. We are motivated by the possibilities ahead and eager to work with someone equally committed to achieving something extraordinary.

Best wishes,

**Alison Traub**  
**Executive Director**

## The Position



Cambridge University Development & Alumni Relations (CUDAR) leads the University's fundraising and alumni engagement strategy. It has responsibility for raising major philanthropic gifts from alumni and non-alumni sources for encouraging lifelong relationships and building links between the University, its alumni and supporters; for ensuring that the worldwide community of over 300,000 alumni are well-informed about the development of the University and equipped to be effective ambassadors and advocates; and for communicating persuasively with all audiences to satisfy these objectives. The department is currently in the early planning stages of a new fundraising campaign for the collegiate University.

The Campaign Director is a senior post in the team. The Director will lead all aspects of the next Collegiate Campaign, including conceiving, conceptualising, managing, driving and celebrating the Campaign. This includes the programme director for the fundraising campaign, managing the campaign board, and working across the University at the VC Senior Leadership Team level to identify and develop the campaign priorities and fundraising propositions, campaign implementation and leading a suite of business improvement projects.

As a member of the Development Leadership Team, this post will contribute to the University's fundraising and alumni engagement strategy and develop and oversee all aspects of the Campaign plans. The post holder will be expected to lead by example and work collaboratively across Collegiate Cambridge to achieve our ambitious objectives. The post holder will manage complex relationships and priorities across the University, demanding diplomacy, and strategic thinking.



# About Development and Alumni Relations



We are a friendly, engaging and energetic Development and Alumni Relations team who work hard to deliver on the University of Cambridge's significant potential. Although the name and reputation of Cambridge are known worldwide, you will find it a down-to-earth and welcoming place to work where your experience will be recognised and valued.

For more than 800 years, the University of Cambridge has championed brilliant minds, facilitated collaboration, and encouraged the development of world-changing ideas that have given birth to breakthroughs across virtually every academic discipline.

These advances are made possible in large part through Cambridge's history of commitment to success in fundraising. Philanthropy has long been key to enabling the collegiate University to meet its mission of contributing to society through the pursuit of education, learning and research at the highest international levels – and, as funding for higher education grows more and more challenging, philanthropy has never been more important than it is today.

The University continues to invest significantly in Development and Alumni Relations, recognising philanthropy as a fundamental pillar of our long-term success. As highlighted in the [Vice-Chancellor's annual address](#), philanthropy is not just a support function - it is embedded in the University's core strategy, shaping critical decisions and driving transformative initiatives, such as student support. This commitment positions us to lead the sector in innovative and forward-thinking approaches to fundraising, ensuring we continue to make a lasting impact on education and research.



# The Development and Alumni Relations Office

**The University of Cambridge Development and Alumni Relations office is responsible for fundraising and alumni and supporter engagement.**

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 320,000+ 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 of America. [Find out more about CAm.](#)

The Development and Alumni Relations office and CAm work with each other and their advancement counterparts in the 31 Colleges to maximise the philanthropic opportunities for the Collegiate University. [Read more about Cambridge University and its structure.](#)

## Our campaign

It's an exciting time to join our team as we build on our successfully concluded "Dear World, Yours Cambridge" fundraising campaign. The momentum created by the campaign is unique and we are investing now in the team that will build on our success and take us into the future.

With plans underway for our next major fundraising campaign, set to launch in two years, you'll have the opportunity to work on innovative joint gift opportunities and initiatives, particularly in education and student support.

By collaborating closely with our Colleges, you'll help shape a campaign that makes a lasting impact on our students and the University community. [Read more about the campaign's impact](#)

## About us

With more than 140 staff members, Development and Alumni Relations is a lively, collaborative and stimulating place to work. We enjoy each other's company and make time to have fun, whether with baking competitions, book clubs or fundraising for local Cambridge charities - to name just a few.

We understand that our success is assured when we work collaboratively. We come from many different backgrounds and nationalities, and we know the positive contribution that difference, diversity, and mutual understanding bring to our workforce.

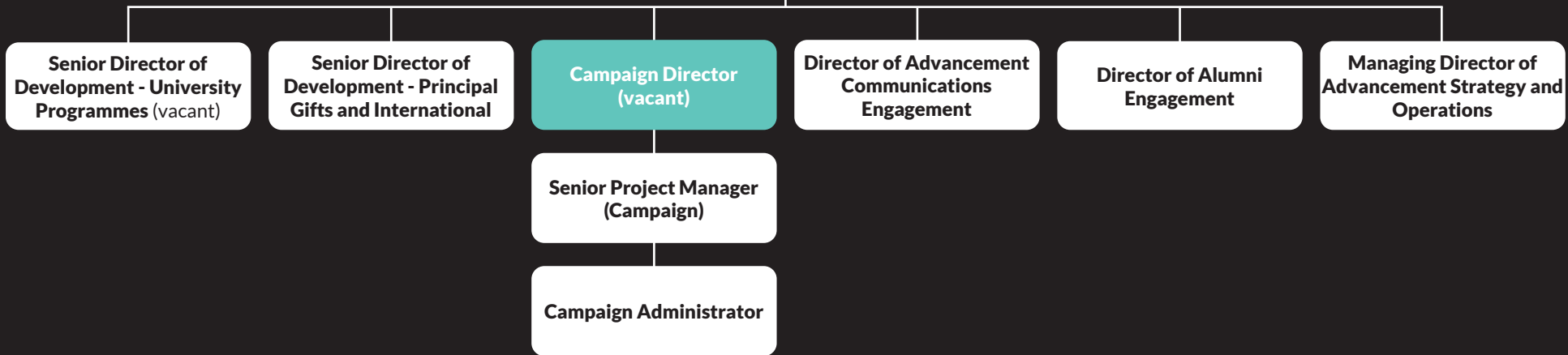
We are proud of our Major Gift Officer Learning Series – a bespoke fundraising curriculum based on research-driven best practice in the fundraising industry, an exciting and career-building development and learning programme for staff. [Find out more about us.](#)

We strive to be values-driven and our Peer Recognition Initiative recognises individual members of staff each month who have demonstrated one or more of our five Values - Collaboration, Accountability, Respect, Passion and Excellence. [Read more about our mission, vision and values.](#)

# Organisational Chart

## Leadership Management Team

**Executive Director**



# Job Description

## Key Duties and Responsibilities



### Campaign Director

- Act as the programme director for the creation, planning, and delivery of the collegiate University's next multi-year comprehensive fundraising campaign.
- Build and maintain strong relationships with Heads of Institutions, Schools and Departments, and University and College leaders to help shape campaign strategy and delivery.
- Define a campaign plan which includes the workstreams required to make the campaign happen, for example, campaign communications, campaign fundraising priorities, campaign resourcing. Oversee the delivery of the plan and agreed priority actions.
- Work with the Development and Alumni Relations lead for each workstream to ensure activities are on track.
- Establish and chair the Development and Alumni Relations working group for the planning and delivery of the campaign.
- Establish and provide secretariat to an internal campaign 'committee' comprising of senior University and college colleagues providing oversight and guidance to the campaign, chaired by the Vice-Chancellor.
- Work in partnership with teams in Advancement Services in order to ensure that the data and analysis infrastructure is in place to effectively monitor and maximise campaign performance.
- Monitor and drive campaign performance in relation to agreed campaign targets, reporting regularly to the Leadership Team, and highlight where 'course correction' may be required. Keep track of the bigger picture and push where required.
- Summarise and report on campaign activity to The Development and Alumni Relations Office, University and Campaign leadership.
- Develop and strengthen the understanding of the campaign among academic champions and other leaders by means of workshops, seminars and one-to-one conversations and training. Identify and facilitate opportunities to promote awareness of the campaign and its component priority projects.
- Ensure that a 'campaign lens' is applied to all Development and Alumni Relations activities in pursuit of campaign targets.
- Manage the Senior Project Manager (Campaign) who is responsible for the operational project management of the campaign.



# Job Description

## Key Duties and Responsibilities



### Campaign Volunteers

- Agree the campaign volunteer structure with a mix of formal boards and informal 'campaign ambassador' type roles. Work with the Head of Donor and Volunteer Relations to ensure this fits within the wider volunteer strategy.
- Work with Development and Alumni Relations and college colleagues to identify and recruit volunteers to the various board and roles.
- Develop the strategy for each board so that their time is used to full effect.
- Provide secretariat to the boards, including working with the Vice-Chancellor, Executive Director, Leadership Team and colleagues on the agenda and papers for each meeting.
- Work with the relationship manager for each volunteer to ensure they are effectively managed during their time as a volunteer.
- Manage the closure of the board and termination of any volunteer roles at the end of the campaign.

### Business Improvement

- Lead a small suite of business-improvement projects as part of a campaign-readiness transformation programme led by the Managing Director of Advancement Services.
- Lead critical projects relating to campaign activities throughout the campaign lifecycle and support adjacent projects as required.





# Job Description

## Key Duties and Responsibilities



### Campaign Priorities, Proposition Development and Implementation

- Act as the lead for the campaign workstream tasked with identifying fundraising themes and priorities, working closely with Leadership Team colleagues and the fundraising teams.
- Lead a programme of academic engagement (working closely with colleagues in Development and Alumni Relations) to identify potential fundraising priorities, and to gain buy-in for the Campaign.
- Work with college Development Directors to agree shared giving opportunities.
- Support the Executive Director in working with the VC and her Senior Leadership Team to approve the 'shop window' opportunities.
- Ensure there is a pipeline of fundraising priorities, projects and products for the lifetime of the Campaign.
- Refine the process of working up a proposition to ensure there is a clear case for support.
- Develop resources to support fundraisers in working up their own propositions.
- Develop a suite of fundraising 'products' for common areas of support so that bespoke proposals and costing are not required.
- Responsible for the standard 'pricing' of fundraising priorities ensuring consistency and market-competitiveness.
- Work closely with the Director of Advancement Communications and Engagement on developing key aspects of campaign moments.
- Work closely with the Philanthropic Communications and Alumni Engagement teams, on campaign kickoff, ongoing engagement during campaign, final push towards the end of campaign and evaluation at post close phase.



# Job Description

## Key Duties and Responsibilities



### Leadership and Management

- Actively participate as a member of the Development and Alumni Relations (DAR) Leadership Team, inputting into overall DAR strategy, contributing to the formulation of the annual plan and budget allocations, and determining the strategic and operational plans for areas of responsibility.
- Facilitate integration and collaboration across all functions fostering coordinated teamwork and support between functional teams. Create and maintain a supportive and cooperative approach that spans the University and Collegiate Cambridge advancement communities.
- Provide strategic advice to the Development and Alumni Relations Leadership Team, Vice Chancellor, Pro Vice Chancellors, Heads of School, other senior University Officers, high-level University policy and decision-making committees on relevant issues relating to areas of responsibility.
- Influence senior internal stakeholders and leadership volunteers across collegiate Cambridge and potential donors.
- Maintain Cambridge as an industry leader in philanthropy by identifying and employing sophisticated tools, techniques and practices for effective delivery of fundraising best practice. Contribute to the professional development of the sector.
- Demonstrate an understanding of the economic/commercial context and financial dynamics of Development and Alumni Relations and the drivers which maximise results and the priorities of DAR and the University.
- Act as a role model and coach to other staff, supporting a motivational environment where people are challenged, developed, encouraged and supported to achieve outstanding results.
- Manage a team of professionals by providing leadership, setting and evaluating individual goals, developing and sustaining appropriate training, mentoring, and assigning and monitoring coverage of primary areas of focus.
- Set responsibilities for direct reports with clear processes in place to manage performance transparently. Proactively take personal responsibility for ensuring that agreed outcomes are delivered on time and effectively; develop this sense of personal responsibility within the team.
- Set up internal groups as required to support the delivery of programmes. Identify membership, set structure, direction and agendas, monitor activity and ensure required outputs are produced.



# Person Specification



## Education and qualifications

- Educated to degree level or equivalent level of experience (Essential)

## Relevant experience

- Significant experience of working in a senior management role within Higher Education or other non-profit field.
- Experience in a senior management role of a successful £500m+ fundraising campaign.
- Experience as a programme director of a significant fundraising campaign. (Desired)
- Successful track record of managing complex key relationships.
- Experience of working across a non-profit organisation to identify and develop fundraising proposition
- Experience of delivering cross-departmental business improvement projects to change ways of working, policies, processes, systems and culture.
- Experience of building an effective trusted working relationship with senior leaders in an organisation, providing support and advice with reference to fundraising.
- Proven track record in working with academic/programmatic leaders.
- A combination of personal sensitivity, creativity and tact when working with senior academics, development colleagues and prospective major donors to the University.



# Person Specification



## Specialist knowledge and skills

- Ability to build and maintain mutually beneficial partnerships and networks.
- The ability to communicate and to be persuasive across a variety of senior individuals, committees, with the understanding that each has a variety of outlooks, aims and objectives.
- Negotiate and influence at senior management level using persuasive arguments. Identify clear aims in negotiations and achieves satisfactory outcomes. Ability to communicate concepts and ideas drawing on relevant data as appropriate.
- Demonstrable capacity to analyse, think critically, strategically and to innovate, both to promote innovation and resolve/ respond to problems.
- Provide direction on how to manage conflicting priorities and tensions.
- Take a strategic view and create long-term plans for the institution/area of responsibility.
- Promote a shared vision for the University.
- Able to understand and engage with academic concepts.
- Encourage and facilitate the learning and development of others with the ability to lead, build and work within teams effectively.
- Identify and champion new approaches for improving organisation results and achievements.
- Demonstrate a high level of awareness of personal impact and adjust behaviour, accordingly, listening and responding constructively to the realities and needs of others by using a range of communication skills and strategies.
- Strong skills in strategic planning, monitoring, and reporting and in the coordination of activities and results.

## Additional Requirements

- Has the gravitas required to command respect among senior University stakeholders and internally within Development and Alumni Relations.
- Understand and can work within the politics and protocols of university life at a senior level.
- Able to evidence how you have demonstrated our core values: Collaboration, Accountability, Respect, Passion, and Excellence.

# 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.

This role will be granted the opportunity to work from home regularly but must be able to commute to Cambridge University on a flexible weekly schedule based upon business needs. This schedule is based on agreed upon guidelines of the department of work. Cambridge University Development and Alumni Relations reserves the right to change remote work status with notice to employees.

## Salary

Grade 11, £67,757 - £78,376 per annum, plus significant market supplement where needed to ensure that the University is able to attract leading professionals to this critical position.

## 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. [Found out more about USS.](#)

It is a legal requirement for the University to automatically enrol its eligible jobholders into a qualifying workplace pension scheme. [Read more about the automatic enrolment.](#)

## 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 69.

## Pre-employment checks

The University has a legal responsibility to ensure that you have the right to work in the UK. 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. [Read more on our Right to Work checks.](#)

# University of Cambridge



## Equality, Diversity & Inclusion

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 groups, including the Women's Staff Network, Race Equality Network and LGBT+ Staff Network. [Read more about equality and diversity here](#)

The University has a bronze Race Equality Charter award, with a framework for improving the representation, progression and success of minority ethnic staff and students within higher education. Furthermore, the University's silver Athena swan award recognises and celebrates good practice in recruiting, retaining and promoting gender equality. The University welcomes applications from individuals with disabilities. We are committed to ensuring fair treatment throughout the recruitment process. We will make adjustments to enable applicants to compete to the best of their ability wherever it is reasonable to do so and, if successful, to assist them during their employment. [More information for disabled applicants is available.](#)

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.

## Sustainability

The University of Cambridge is at the forefront of addressing global environmental challenges through its ambitious Environmental Sustainability Vision. We are committed to making a positive impact through outstanding environmental performance, aiming to reduce our carbon emissions by 34% and aspiring to be carbon neutral from energy use by 2050.

Our comprehensive strategy encompasses energy and water conservation, waste reduction, sustainable procurement, and biodiversity protection. The University not only implements these practices across its operations but also integrates sustainability into its world-class research and teaching.

As a member of our community, you will have the opportunity to contribute to and benefit from our multifaceted approach to sustainability. From participating in our award-winning Green Impact program to utilising our Living Laboratory for Sustainability, you will be part of an institution that values innovation in environmental stewardship. Our commitment extends beyond our campus, as we collaborate with local, national, and international partners to drive positive change. Read more on [Environmental Sustainability Vision, Policy and Strategy.](#)



# How to Apply



To apply for this vacancy, please visit the University's job opportunities page. [Apply for this role and read more.](#)

There you will need to click 'Apply Online' and register an account with the University's web recruitment system.

The closing date for this position is **Sunday 1st December 2024.**

Interviews for this position are anticipated to take place on the **4th & 5th December 2024.**

Please contact us on **DARTalentManagement@admin.cam.ac.uk** if you have any queries about this position.

