Regular Giving Programme
Student Fundraiser Job Description

There are three main aims to this job:
1) To build relationships between Imperial College London and its alumni
2) To raise money for the College’s Regular Giving programme
3) To enjoy your role and have some fascinating conversations!

The telephone campaign is a great chance for you to make a real difference to the College, gain new skills and experience for your CV, and have some fantastic conversations with interesting alumni who live and work across the globe.

What is the Regular Giving programme?
We enable former students of Imperial (alumni) to give money to the College in an easy and effective way. Our fundraising activity involves direct mail (e.g. letters, e-mails, postcards) and telephone campaigns, and currently raises almost a million pounds for projects across the College each year that will benefit both current and future students. In 2015-16 our telephone appeals raised over £250,000 from 1,184 donors!

This year we are offering our alumni a full choice of funds to which they can donate, supporting a range of projects across the College, from student financial support to developing the Central Library. This is an exciting opportunity for alumni to support areas of the College they feel most passionate about, and also gives you the chance to connect your personal experiences of Imperial with our campaign goals, and help to raise funds for projects to help you and your fellow students.

The telephone campaign isn’t just about fundraising; it is also a great way for Imperial to stay in touch with its alumni and build a long term relationship with them. Alumni enjoy hearing about what it is like to be a student at Imperial today, and reminiscing about their own experiences.

It’s also a great opportunity for you to gain a unique insight into a range of career paths and industries. Previous student fundraisers have told us how much they enjoy their conversations with alumni, who have offered invaluable advice about job prospects and work experience in their chosen field.

What does being a Student Fundraiser involve?
You will be phoning Imperial alumni to update them on College events and news, gain valuable feedback on events they have attended and publications they receive, and ask them to support one of our main priority funding areas with a donation. Although your main objective will be to raise money, it is essential that all alumni have a meaningful and enjoyable conversation with our calling team, which builds the relationship between the College and the alumnus. You will need to keep accurate records of your calls on our calling software and write a short, personal thank you card to people you have spoken to.

Person Specification
Applicants should fulfil the following criteria:
- Be enrolled as a student at Imperial College London (UG or PG) for the year 2016/2017
- Passion for and belief in the College and the aims of our fundraising programme
- Excellent communication and listening skills, and able to speak both enthusiastically and clearly to a wide variety of people
- Reliable and tactful, especially in difficult circumstances
- Confident telephone manner, able to elaborate on a basic script and build rapport with others
- Team player with a positive attitude
- Well organised and quick to adapt to different, and sometimes difficult, situations
- Fluent speaker of English
- Must be confident in asking alumni for financial support

Previous telephone fundraising, marketing or sales experience is not essential as full training will be given.
**Hours and Pay**

You **must** attend all of the **two** training sessions on **4th and 5th February** unless you are told otherwise. You will be offered a position based on satisfactory completion of training. **This training will be paid at the hourly rate of £9.25.**

**Calling will take place over 6 weeks, from 6 February to 16 March.**

There are between 8 and 10 shifts available each week, with 4 shifts taking place at weekends.

You will be required to work at **least two shifts (totalling 6 hours)** each week during the campaign. You are advised to work no more than 15 hours per week, in line with College policy on student employment. You will also be required to work **at least three weekend shifts** over the course of the campaign.

Normal calling hours are:
- Mon-Thurs: 18:30 – 21:30
- Saturday: 10:00 – 13:00 and 14:00 – 17:00
- Sunday: 13:00 – 16:00 and 17:00 – 20:00

You will be paid monthly at an **hourly rate of £9.25** (including holiday pay) for all calling shifts completed.

**How to Apply**

**Stage 1: Application Form**

Please complete the online application form **by midnight on Wednesday 25 January 2017.**

**Stage 2: Interview**

Successful applicants at the application form round will be invited to a face-to-face interview at the South Kensington Campus on **one** of the following dates: **Monday 30 January, Tuesday 31 January, or Wednesday 1st February.**

You should come prepared to talk briefly about at least one of the projects we are fundraising for this year, as well as your ideas on how alumni donations could have an impact on your own experience at Imperial.

**Stage 3: Training**

Successful applicants are required to attend compulsory, paid training on **Saturday 4 February** (10:00 – 17:00) **and Sunday 5 February** (10:00 – 17:00).

**Stage 4: Calling begins**

Successful applicants who have attended all training sessions will begin calling from **Monday 6 February.**

**Any Questions?**

If you have any questions not answered in the FAQs, please contact Aimee Walton (aimee.walton@imperial.ac.uk), or call 020 7594 9330.