**JOB DESCRIPTION**

**JOB TITLE**
Telephone Fundraiser

**DEPARTMENT**
Development and Alumni

**REPORTS TO**
Development and Alumni Manager

**DATE**
February 2017

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**Birkbeck Telephone Campaign**

The Development and Alumni team have been running successful Telephone Campaigns for the last nine years. Over 300 Telephone Fundraisers have taken part so far and last year’s Calling Team secured over £240,000 in pledged donations from alumni. The money raised each year is used to support College priorities, making an immediate and lasting impact on the lives of today’s students. These priorities include student financial support, as well as improving campus facilities and student services.

**PURPOSE OF THE ROLE**

The Telephone Fundraiser role involves contacting Birkbeck alumni by telephone to raise vital funds but also build and strengthen the relationship that we have with our graduates, and offer them an opportunity to remain engaged with the College today, and in the future.

**Main Duties**
- Making telephone calls to selected Birkbeck alumni and asking them to make a donation to support Birkbeck
- Finding out what they have gone on to do since graduating
- Acquire feedback and update alumni on current benefits, news and other activities
- Update their details with accuracy on a specialised computer system
- Keep accurate records of all telephone calls made and all new alumni details acquired on a computer system, in accordance with the Data Protection Act.

**Person Specification**
- Excellent command of spoken and written English
- Excellent listening skills and ability to build quick rapport
- Friendly and tactful telephone manner
- Self-confidence to ask for donations and to negotiate over the phone
- Computer literacy (training will be provided for the specific software)
- Reliability and accurate time-keeping essential
- Understanding and empathy for the fundraising need in higher education sector
- Ability to effectively communicate Birkbeck’s activities, accomplishments and goals
**Benefits of the role**
- A key involvement in the Development and Alumni Office’s fundraising programme and the opportunity to learn more about fundraising and marketing in the third sector
- An opportunity to learn and develop valuable and transferrable skills which will benefit both your student life and your future career, including communication skills, teamwork practice, lateral thinking and the ability to negotiate
- Opportunity to speak with alumni who studied a similar course and may work in your preferred career
- An opportunity to meet and work with fellow Birkbeck students and alumni
- A unique chance to make a positive contribution to Birkbeck
- An enjoyable, fun experience

**Campaign dates**
- Compulsory training (2 days)  
  Saturday, 29 April 2017, 10.00am-5.00pm  
  Tuesday, 2 May 2017, 6.00pm-9.00pm  
  *Attendance is compulsory on both days and training hours are paid at the end of the campaign.*
- Calling dates (6 weeks)  
  Tuesday, 2 May 2017 – Saturday, 10 June 2017

**Calling shifts**
- Calling shifts available are:  
  Monday – Friday  
  6.00pm – 9.00pm  
  Saturday  
  10.00am–5.00pm
- Callers are required to work 3 shifts per week (approximately 9-12 hours per week).
- Shifts will be allocated on weekly basis
- Unauthorised absence or repeated lateness will not be tolerated. Following an official warning the College reserves the right to terminate your contract

**Salary information**
- Callers will be paid an hourly rate of £10.58 (gross, including London Allowance)
- Lunch break on Saturday shifts will be unpaid, but lunch will be provided
- The training days will be paid at the end of the campaign, provided you have worked the expected number of calling shifts throughout the campaign, i.e. 3 shifts per week.
- You will be paid into your bank account directly on Tuesday, 27 June 2017 and Thursday, 27 July 2017
- Callers will be eligible for a £50 performance related bonus at the end of the campaign

**Location**
- Calling will take place Egmont House, 25-31 Tavistock Place, London, WC1H 9SF
- Interviews are likely to be held the week commencing 20 March 2017