DEVELOPMENT DIRECTOR
HUGHES HALL
UNIVERSITY OF CAMBRIDGE
CANDIDATE PACK, JANUARY 2019
Letter from the President

Thank you for taking the time to read this pack and for your interest in the post of Development Director at Hughes Hall, Cambridge. Hughes Hall is a progressive and innovative College of the University of Cambridge, with a proud tradition of egalitarianism and excellence. All our students are over 21, combining with the Fellows and other more senior members of the College to create a mature community. We have a distinctive identity, reflecting our history and long-standing mission to bridge the academic and external worlds, applying academic study to achieve substantive practical benefits in the world.

We have major plans for the development of the College, encompassing new buildings: the Bridge, which is an ambitious project to translate the research excellence of our researchers into the best solutions to the world’s challenges; more scholarships for our students; and additional teaching resources.

The role of Development Director is critical to these plans. The successful candidate will join me, the Bursar, Senior Tutor and the Bridge Director in leading the College towards further success. This is a fascinating opportunity to make a significant difference to the future of a prominent institution. We welcome your application.

Dr Anthony Freeling
President
Hughes Hall is a progressive and innovative College in the University of Cambridge, indisputably one of the great universities of the world. We have a distinctive identity amongst the Cambridge colleges, reflecting our history and long-standing mission to bridge the academic and external worlds, applying academic study to achieve substantive practical benefits.

At the time of the College’s foundation, this was expressed in the College’s exclusive mission to train women for the teaching profession. Over time, the College grew with the admission of graduate students studying for Masters and Doctorates, and its remit has extended into all areas of academic and professional activity.

Cambridge colleges are charities, independent from the University of Cambridge, although intricately bound up in the overall working of the “Collegiate University” as it is known: for example, all students must be members of a college. This means in particular that colleges are both financially and legally independent of each other and of the University. Hughes Hall has financial investments of around £15m, split between permanent and expendable funds, a very small sum compared with most other colleges, which reflects our youth. Since Hughes Hall has only been a full College since 2006, it still has few alumni who have achieved the necessary success in life to be able to make major philanthropic gifts. Hughes Hall has only really grown in size during the 21st century.

Hughes Hall is one of only four colleges dedicated to mature undergraduates and postgraduates. It has a proud tradition of egalitarianism and excellence.
OUR COMMUNITY

Hughes Hall is led by 250 senior members of College, including 60 Governing Body Fellows who are the charity Trustees.

There is a special focus in College on five subject areas with particular application to real-world challenges – Law, Business and Economics, Medicine and Life Sciences, Education, and Engineering and the Mathematical and Physical Sciences.

Hughes Hall has the second largest number of postgraduates of all the colleges with around 700 graduate students and 100 mature undergraduates. It has the largest number of business students, the largest number of lawyers and the second largest number in education. The undergraduates, masters, doctoral students and senior members form a joint community, with friendships spanning all degree levels, ages and disciplines.

There is no “High Table” separating Fellows from students when dining, supporting its reputation as an especially friendly college.

“A proud tradition of egalitarianism and excellence”.

Hughes Hall is one of the most internationally diverse academic communities in the University, with students from over 75 countries at any one time. The membership of the College also includes top-class academics working across University departments, senior policy makers in government departments and public life around the world, and influential leaders from the business, legal, and financial professions.
OUR FUTURE

As the University grows, especially with its increased research students and staff, it has needed to encourage its smaller colleges to expand to allow these new students and staff to become members of their academic communities.

Hughes Hall is on a small site that in the 19th century was outside the main campus areas, but now in the 21st Century is in the middle of the thriving city. We accommodate fewer than half our students on the main site – and another 100 or so in houses we own and manage around the town. Furthermore, as numbers have approximately doubled in the last 15 years, public spaces – dining rooms, conference rooms, student union rooms etc. are all under great pressure so we are planning to expand these accordingly.

In recent times the College was fortunate to have been able to acquire a site to build a new accommodation block on the other side of Fenners, the University cricket ground (Hughes Hall’s main campus is on one side of the ground). This £12m project was completed to time and budget in 2016 and now houses 85 students.

For more information on Hughes Hall, please visit https://www.hughes.cam.ac.uk/
THE DEVELOPMENT FUNCTION

There has been a professional development function at Hughes Hall for some around 7 years.
There is a global alumni network, with supporting website and social media.

The programme has had a difficult 18 months, following the untimely passing of our long-term Development Director, Richard Berg Rust. However over the past few months the team has been rejuvenating the existing programme and developing improved data and prospect analysis.

The team is composed of:
- Deputy Development Director;
- 2 Development Officers;
- Social Media Associate

The team is currently being led by an Interim Development Director, Bill Conner.

Teamwork is key to successful development. The appointee will work closely with the President, Fellows, other senior members, alumni and other college staff.

THE ROLE

The key components to the role of Development Director at Hughes Hall are:

Fundraising
The appointee will be expected to increase funds raised from alumni and other donors by:
- Securing more major gifts;
- Growing donor numbers;
- Developing a successful and sustainable regular giving program;
- Creating and running specific campaigns for projects requiring funds;
- Cultivating prospective donors;
- Establishing fundraising partnerships where appropriate with the University’s fundraising office (CUDAR) and University departments;
- Sending impact reports annually both internally and externally to donors and alumni.

The current list of projects requiring funds includes:
- Building accommodation, additional public spaces and study space for students and Fellows;
- The Bridge, our recently launched initiative to translate the research excellence of our researchers into the best solutions to the world’s challenges;
- Funds for student scholarships, outreach and widening participation.
- Funding additional College teaching Fellows;
- Support for sporting clubs, such as the construction of a new boathouse;

Alumni relations
The Development Director will be expected to lead the team to:
- Build and nurture alumni relations and engagement, maintaining and improving connections with them;
- Foster the best possible relationship with current students and the Fellowship;
- Review and promote donor and alumni benefits;
- Manage the programme of events;
- Analyse the database, to assess how best to segment different cohorts, to engage in more personal and meaningful ways

Communications and marketing
The appointee will be expected to:
- Refine and adapt the College communications strategy, targeting key audiences in consultation with the President and selected Fellows and staff members;
- Develop the website, and ensure up-to-date and engaging website content;
- Promote greater and effective use of social media channels to communicate with the College’s various members and followers;
- Oversee the production of high quality media and materials to support communications;
- Ensure that visual identity guidelines and
Leadership
The Development Director is one of four senior staff of the College (the others being the Senior Tutor, the Bursar and the Bridge Director). Together with the President they lead all the College’s operations, reporting to College Council (on which they each sit). About 20% of the Development Director’s role will be spent on these wider College matters. They will work in a team with the President and Fellows to advance the College strategy.

Leadership in a Cambridge college involves much committee work. The Development Director is expected to participate in College governance and, if eligible, will also be elected a Governing Body Fellow (or elected as a By-Fellow otherwise).

SALARY AND BENEFITS

Candidates wishing to work full-time, or four days per week will be considered.

The salary will be in excess of £80,000 p.a. for the right candidate. Benefits include a USS pension (subject to eligibility), car parking on site and seven meals per week.

Travel and out-of-hours commitments

It is therefore critical that the appointee is excited about this broader leadership role and can develop a collaborative approach to development in College that ensures the development strategy dovetails with the overall College strategy.

Management of the Development function
PERSON SPECIFICATION

Knowledge, qualifications and experience
Candidates must have:

- A good degree, or equivalent professional qualifications;
- Experience in raising major gifts, preferably in Cambridge, or a major research university

Familiarity with Cambridge or Oxford would be very helpful.

Skills and capabilities
The successful candidate must:

- Have demonstrably good leadership skills;
- Be an excellent relationship-builder;
- Be able to build a sense amongst donors and alumni that the College is going somewhere;
- Be a great advocate of the College’s strategy and be able to convey a compelling vision of the institution to donors;
- Demonstrate excellent interpersonal skills;
- Enjoy broad interests and engaging with all stakeholders;
- Be able to develop, enthuse and inspire the team;
- Be capable of making connections with people readily and enjoy building a community;
- Be able to gain the confidence of senior individuals in College;
- Be able to engage in wider thinking around College strategy.

Personal qualities
The successful candidate will be:

- Likeable and charismatic, with heart and personality;
- Outward-facing, ambitious and forward-looking;
- A magnet for others;
- Able to convey an infectious passion, and have an enthusiastic and passionate spirit;
- Prepared to be experimental and bold;
- Tough and energetic;
- Objective-driven with a keen sense of success.
HOW TO APPLY

For more information on the role, please visit hughes.cam.ac.uk/about-us/positions-available

We would be very happy to have an informal conversation with potential candidates at any stage; please contact the President, Anthony Freeling: president@hughes.cam.ac.uk

Please apply by submitting a copy of your CV, an application form and a covering letter highlighting your suitability for the position to hr@hughes.cam.ac.uk. Please ensure your application arrives before noon on February 27, 2019.

Interviews will be held during the week commencing March 4, 2019.