

Job description	
The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.	
Job Title:	Director of Development
Hours:	30 hours per week, typically over 4 days (with flexibility for additional hours when required)
Reporting to:	Headmistress
Department Overview	<p>The Development Office was established in 2004 and is responsible for the School's Development and alumnae relations programme, raising funds for the bursary programme and other priority projects within the school. A £2 million Bursary Appeal was successfully completed in 2011 and this was followed by the launch of the Emily Simon Legacy Society and the Annual Fund. In 2014/2015 the Development Office raised capital funding to build a new chemistry laboratory and to modernise the two existing laboratories. For the past two years the current Development Director has been running a campaign to raise funds towards extending and upgrading the School's sports facilities, creating an inspirational Sports and Fitness Centre. From September 2018 the priority for fundraising will return to bursaries and the new Director of Development will be tasked with planning and launching a new Bursary Appeal to increase the number of bursary places for bright girls from severely disadvantaged backgrounds.</p>
Role Overview	<p>The role of the Director of Development is a key position in the school, leading a small team of staff who undertake a wide variety of development work including fundraising, donor development, prospect cultivation, alumnae relations, maintaining a relational database and cultivating effective lines of communication. The post holder will provide strategic planning and leadership and will manage the Development team. S/he will be responsible for increasing charitable donations to the School, donor stewardship and for enhancing relations with the alumnae and wider school community:</p> <p>Fundraising – to develop a case for support, plan and implement an agreed fundraising strategy to raise money for bursaries and other school projects from all sectors of the Withington community including alumnae, former staff, parents, former parents, charitable trusts, suppliers and other contacts. This includes strategies for increasing income from legacies, regular giving, major gifts, mid-level gifts and online giving.</p> <p>Alumnae relations – to take responsibility for the development and implementation of an alumnae development strategy. This</p>

	<p>will include organising events, developing social media and online alumnae portals, encouraging volunteering and careers support for current pupils and younger alumnae.</p>
<p>Main duties and responsibilities:</p>	<p><u>Management and leadership</u></p> <ol style="list-style-type: none"> 1. To take responsibility for the development strategy and supporting action plans to meet the strategic needs and objectives of the School. Based on appropriate research, these plans will set out the targets, priorities, timetable and resourcing of development activities. 2. The Director of Development (DoD) will report to the Headmistress and will be co-opted to attend relevant Senior Leadership Team meetings, as appropriate. S/he will also attend whole staff meetings and other meetings (eg Heads of Department) when appropriate. 3. There will be a close working relationship with other key constituents of the School including the alumnae, Bursar, Head of Junior School, Senior Leadership Team, Director of Admissions and Marketing, the member of the Governing body representing alumnae, other teaching and support staff as well as current and former parents and former teachers. S/he will inspire, motivate and guide everyone who contributes to the Development function and will provide training and mentoring as necessary. 4. To work closely with the Admissions and Marketing Director to ensure joined up thinking throughout relevant processes. 5. Lead and develop the Development Team (which currently comprises the Development Officer and Development Assistant) in the delivery of fundraising and alumnae development objectives, monitoring and reviewing their efficiency on a routine and ongoing basis. 6. Provide written reports for the Governors and the WGS Trust Trustees meetings, attending and make presentations to the Governors and Trustees by invitation. 7. Manage and monitor the expenditure budget and, with the Bursar, plan future expenditure budgets. <p><u>Specific responsibilities – Fundraising strategy</u></p> <ol style="list-style-type: none"> 8. Work closely with the Headmistress, the Bursar and the Governors to plan an appeal and fundraising strategy for increasing income for means-tested bursaries. 9. Provide the leadership, determination and ability to deliver significant gifts from individuals and organisations. 10. Write and submit business cases, proposals and reports to charitable trusts and other organisations to obtain grant funding.

11. To ensure that the appropriate systems are in place for gift administration, gift acknowledgement, cultivation and stewardship of donors at all levels.
12. Develop ambitious donor development and contact strategies, targeted appropriately at all donor constituencies, in order to meet agreed targets.
13. Keep up to date on developments in fundraising practice and related matters and keep the Headmistress, Bursar, Governors and Trustees briefed as relevant.
14. Thank and recognise donors for their contribution, ensuring their gifts are used in the way that they have stipulated.
15. To develop the legacy strategy to increase the numbers of known legacy pledgers.
16. To develop and manage a strategy to increase the number of regular donors to increase income from this source.

Project Management

17. To take the lead on specific projects, focussing primarily but not exclusively on major donor prospects to increase substantially funds for the School's fundraising ambitions and Legacy programme, taking responsibility for all aspects of project development, project management and delivery.
18. To identify, recruit, train and manage a team of volunteers to form an Appeal Leadership Team to help identify and cultivate prospective major donors for the bursary appeal.
19. To continuously review alumnae events, offering suggestions for new events and improvements to existing ones.

Data management

20. To ensure that Raiser's Edge and any other fundraising or alumnae development software meets the needs of the development department and to provide training and development where appropriate.
21. To maintain and maximise the use of the fundraising database, Raiser's Edge, ensuring that all relevant donor information and interactions are captured and recorded and comply with Data Protection requirements.
22. To track, manage, analyse and report fundraising income, event attendance, communication preferences and consent and any other relevant Key Performance Indicators.

Relationship Management

23. With the Development Officer and Development Assistant, provide a welcoming, warm, professional and efficient point of contact between prospective donors, alumnae, former staff and all members of the wider WGS community and the school.

24. Foster a positive approach to development and fundraising, ensuring it is regarded as a credible and effective part of School life.
25. To ensure that regular donors are appropriately stewarded and recognised.
26. To work with the school's archivist to exploit historical information.

Compliance

27. To ensure that the Department's fundraising activities and communications follow best practice and are compliant with the Fundraising Regulator.
28. To ensure that the school's fundraising and alumnae development work is compliant with the Data Protection Act.
29. To work closely with the Finance office in managing the process of Gift Aid claims.

Specific responsibilities – Alumnae Relations

Events

30. To oversee the organisation of events for developing relationships with former pupils and staff, ensuring that these events are organised and managed efficiently, are cost effective and are well attended.
31. To organise events for the purpose of cultivating and stewarding major donors.

Careers

32. To oversee the Development Department's assistance to the Careers Office ensuring that all alumnae volunteers are appropriately advised in accordance with relevant school policies.
33. To ensure that alumnae careers volunteers are well stewarded, and that all activity is recorded on Raiser's Edge.

Digital

34. To ensure that the Development and Alumnae pages of the website are relevant, vibrant and up to date.
35. To develop a social media strategy and oversee the Department's social media activity, advising on the appropriate channels, messages and activity and ensuring that it is relevant to the target audiences and up to date.
36. To develop new methods of fundraising using social media, and online, keeping up to date with current fundraising trends.
37. To search and re-engage with alumnae that have lost touch with the School.

	<p>Fundraising collateral</p> <ul style="list-style-type: none">38. To work closely with the Marketing team and the in-house designer to ensure all publications conform to the house style and guidelines.39. To manage the existing suite of publications and make recommendations for any additional/alternative publications.40. To oversee the production of additional communication material.41. To manage the School's relationship with relevant external suppliers e.g. printers, designer, fulfilment houses.
	<p>General</p> <p>At all times, work within the School's policies and procedures, ensuring compliance with the School's Health & Safety policy, the School's Child Protection procedures, the Health and Safety at Work Act.</p>

Person Specification			
	Essential	Desirable	Method of assessment
Qualifications	<ul style="list-style-type: none"> Educated to degree level or equivalent 	<ul style="list-style-type: none"> Recognised fundraising or marketing qualification 	<ul style="list-style-type: none"> Production of the Applicant's original certificates
Experience	<ul style="list-style-type: none"> Significant experience of managing a fundraising function in a relevant environment Successful track record in major gift fundraising Experience of motivating and managing diverse volunteers and staff Event management experience Up to date CRM experience Experience building and maintaining excellent interpersonal and professional relationships Experience of strategic planning and implementation at a senior level 	<ul style="list-style-type: none"> Experience of running a legacy fundraising programme Experience of using Raiser's Edge or a similar fundraising database Experience of managing and motivating a volunteer board 	<ul style="list-style-type: none"> Contents of the application form. Evidence of results achieved. Interview Professional references
Skills and Knowledge	<ul style="list-style-type: none"> Knowledge and appreciation of the principles and practices of fundraising and alumni/donor relations A working knowledge of digital communications & platforms Excellent written and verbal communication skills Strong presentation skills Outstanding interpersonal skills - able to interact well with people at all levels Competence in the management and motivation of others Success working with and managing volunteers Creative, imaginative with a proven track record in innovation and taking the initiative / making things happen 	<ul style="list-style-type: none"> Knowledge of relevant fundraising law 	<ul style="list-style-type: none"> Contents of the application form Interview Professional references

	<ul style="list-style-type: none"> • Highly literate and numerate • Significant budget management • Competence in IT • Database management and interrogation skills • Knowledge of the requirements of the new data protection law and ability to plan and manage compliance 		
<p>Personal competencies and qualities</p>	<ul style="list-style-type: none"> • Leadership. The vision, energy, ability and drive to inspire and motivate others and to ensure that strategy is brought to life and implemented effectively • Knowledge of alumni relations. In depth knowledge of alumni relations or the equivalent discipline within a comparable service industry • Knowledge of fundraising. Sound knowledge of best practice in fundraising together with proven ability to establish and implement a robust fundraising strategy • Interpersonal skills. Outstanding 'people' skills. Demonstrable ability to listen, build rapport, influence and negotiate persuasively, together with the confidence and ability to ask for significant gifts • Communication. Ability to write and speak messages that are clear, accurate, convincing and inspiring. Ability to speak confidently in public at individual or group level. • Intelligence. Ability to take a strategic view. Fluency in presenting and defending a case, with clarity of analysis, expression and reasoned argument. • Creativity. The ability to adapt to new situations and address problems from new perspectives. 	<ul style="list-style-type: none"> • Competence in the use of a fundraising database such as Raiser's Edge 	<ul style="list-style-type: none"> • Contents of the application form • Interview • Professional references

	<ul style="list-style-type: none">• Reliability. Attention to detail, deadlines and budgets; persistence in following through multiple extended projects. Discretion when dealing with sensitive information.• Engagement. An understanding of and belief in, the aims and ethos of independent education in general and WGS in particular together with an interest in widening access to education programmes.• IT awareness. Competence in standard office software including advanced Excel skills. A detailed understanding of databases and their use in customer relationship management.• Willingness. To attend Open Days, Reunions, Networking events and other School events both at School and in other venues around the UK, to play an active part in the school community, to work out of hours as and when development functions occur.		
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