

Withington Girls School

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:	Development Officer (Communications and Marketing)
Hours:	37 hours per week
Reporting to:	Director of Development
Key working relationships:	<ul style="list-style-type: none"> • Headmistress • Admissions and Marketing team • Bursar and the finance team • Withington Alumnae and the Withington Old Teachers Association • The PTA and academic staff
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.</p> <p>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 and 2017/18 marked to completion of a campaign to support the creation of an inspirational Sports and Fitness Centre. Attracting support for bursary provision to increase the number of bursary places for bright girls from severely disadvantaged backgrounds remains an ongoing priority.</p> <p>We communicate and engage with nearly 4,000 Withington alumnae and provide opportunities for alumnae to develop and enrich the experience for current and former pupils through the provision of careers and university advice, work experience or similar.</p>
Role Overview	<p>The post of Development Officer (Communications and Marketing) is an important one, managing the communications plan for engaging the School's alumnae and donors, leading on the production of key publications and developing innovative new strategies for digital communications. They will also provide valuable support to the Director of Development on the major gift and legacies</p>

	<p>programmes, developing inspiring cases for support and fundraising collateral as well as carrying out detailed alumnae and donor research.</p> <p>The post holder will forge and maintain strong relationships with the Admissions and Marketing team, academic staff and donors, as well as key members of the alumnae community.</p>
<p>Main duties and responsibilities:</p>	<p>Communications and resources</p> <ul style="list-style-type: none"> • In consultation with the Director of Development and Director of Admissions & Marketing, develop and maintain an annual plan for development communications. • Develop communications plans for specific programmes or projects, which encompass key priorities and timelines for maximum impact. • Lead on the production of the annual alumnae magazine, Withington Onwards, and the Giving Report including: <ol style="list-style-type: none"> a. Content planning and scheduling; b. Commissioning, drafting, editing and proofreading copy; c. Liaise with internal and external suppliers for the design and printing; d. Co-ordinate the distribution of the publication. • Contribute news and case studies of key alumnae and fundraising successes to School publications and liaise with the Director of Admissions and Marketing to proactively seek opportunities for coverage in external media, as appropriate. • Draft briefing notes and speaking remarks as needed for senior members of staff and volunteers <p>Digital communications and resources</p> <ul style="list-style-type: none"> • Lead on the production of a quarterly e-news ensuring that information presented is of high quality and in the appropriate style. • Keep existing alumnae social media sites up to date, as needed, with posts relevant to each site and work with identified staff members to draw up and implement an integrated plan for developing the sites to maximise their potential for the School. • Develop an integrated plan to launch an alumnae Instagram account and keep abreast of new innovations in social media, making recommendations on new social media activity to enhance alumnae communications and engagement. • Develop new content and liaise with the Marketing team to maintain and update the Development and Alumnae webpages.

- Liaise with colleagues in Admissions and Marketing to ensure alumnae and development news is also reflected in School social media and website posts.
- Support Admissions and Marketing in building the School's social media and digital presence via the School social media accounts and websites.

Major gifts & legacies

- Support the Director of Development to develop strong and compelling cases for support and individual gift proposals to inspire the support of potential donors.
- Support the Director of Development in the stewardship and recognition of major donors and legators.
- Production of bespoke short videos or other digital content to help engage, inspire and/or steward individual donors or potential donors and, when required, support Admissions and Marketing in producing digital content for School purposes.
- Carry out detailed donor and alumnae research, as required by the Director of Development, producing detailed briefings whilst ensuring that all work is carried out in accordance with the School's GDPR policies.

Regular Giving

- Assist in the preparation of communications for the Regular Giving Programme, including calling scripts, direct mails and e-solicitations to ensure consistency of messaging, tone and style throughout.
- Assist in the implementation of a stewardship strategy for regular donors to the School.
- Maximise opportunities to collect testimonials of support from donors and beneficiaries to promote the benefits of supporting the School.

Development Office

- Assist with the planning, organising and delivery of major donor and alumnae events, fundraising initiatives such as the Telephone Campaign and other Development Office projects.
- Ensure that the Development Office email inbox, Net Community, Facebook, Twitter and LinkedIn accounts /pages are checked daily and that all messages are responded to appropriately and in a timely fashion.
- Provide administrative support associated with donor and alumnae relations including filing, acknowledging donations, drafting letters and mailings.
- Keep up to date with alumnae news to source new stories and profiles for the website, School Bulletin and the alumnae magazine.

	<ul style="list-style-type: none"> • Lead on communications with current pupils (primarily 6th form) to develop their understanding and engagement with the alumnae programme to support them becoming active alumnae themselves in due course. • Act as an effective ambassador for Withington Girls' School and the Development Office to develop strong relationships with former pupils and parents and act as a responsive and welcoming point of contact for alumnae. • Adhere to the School's data protection policies and practices, specifically the General Data Protection Regulation, the Data Protection Bill, Privacy and Electronic Communication Regulations and the Freedom of Information Act. • Take an active role in ensuring the Raisers Edge database is kept up to date and contribute to the sustainable implementation of the School's donor and alumnae relationship management systems and processes. • Take a 'one team' approach to contribute to activities outside your day to day remit as team workloads demand and ensure that general office administration is shared equally. This includes but is not limited to event administration, minute taking, support for mailings and stationery orders. <p>Other</p> <ul style="list-style-type: none"> • Promote and safeguard the welfare of children and young persons with whom you come into contact. • Take part in the School's performance management process. • Undertake relevant training and development as identified and agreed. • Undertake other tasks as reasonably required by the Director of Development.
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Person Specification			
	Essential	Desirable	Method of assessment
Qualifications	<ul style="list-style-type: none"> • A good educational track record and evidence of career development. • Excellent academic attainment in English. 	<ul style="list-style-type: none"> • Degree or equivalent 	<ul style="list-style-type: none"> • Production of the Applicant's original certificates
Experience	<ul style="list-style-type: none"> • An understanding gained through direct experience of fundraising and alumni relations and the importance of data in supporting these programmes. 	<ul style="list-style-type: none"> • Experience of development/alumni relations in schools or universities • Experience of using a database/CRM system. 	<ul style="list-style-type: none"> • Contents of the application form. • Evidence of results achieved. • Interview • Professional references

	<ul style="list-style-type: none"> • Experience of using Social Media as a marketing tool and in the production of digital content • Demonstrable experience of copy writing and editing for external communications 		
Skills and Knowledge	<ul style="list-style-type: none"> • IT literate with a knowledge of Microsoft Office systems • Outstanding verbal and written communication skills with a strong command of the English language and grammar • Able to write and proof-read copy for newsletters, the website and social media • Video editing skills and the ability to produce compelling digital content • Excellent project management skills • Interest in and understanding of the independent education and the broader educational landscape • Proven ability to think creatively and highly strategically and to oversee the successful delivery of specific targets. 	<ul style="list-style-type: none"> • Strong negotiation skills. • Knowledge and understanding of GDPR, the Freedom of Information Act, and other relevant EU legislation. 	<ul style="list-style-type: none"> • Contents of the application form • Interview • Professional references
Personal competencies and qualities	<ul style="list-style-type: none"> • Affinity with the School's culture. The postholder will need to be at ease in promoting the values of an independent day school and be able to embrace and articulate with conviction the benefits of the school's ethos. 		<ul style="list-style-type: none"> • Contents of the application form • Interview • Professional references

- **Professionalism.** This includes such qualities as integrity, smart personal and professional appearance, treating confidential information with respect, being discreet, punctual, polite, measured and having a relentless focus on customer service.
- **Excellent interpersonal skills.** Build close and harmonious relations with colleagues, supporters and alumnae and work co-operatively and supportively with others. The post holder will be a person who is at ease with persons of any culture or background, able to put him or herself in others' shoes.
- **Excellent communication skills.** Critically, the post holder must have the ability to communicate ideas and information in an imaginative and compelling manner, both verbally and in writing.
- **Enthusiasm and energy.** Persistence, stamina, optimism, hard working with a sense of fun.
- **Team working.** A catalytic team member who is committed to achieving shared goals and gains satisfaction from a team result.
- **Creativity.** The ability to look at problems from new perspectives, with an eye for detail, capable of applying analytical skills to generate practical solutions.
- **Intelligence and educational track record.** The Development Officer will be articulate, logical

	<p>and organised, able to multi-task effectively with a strong eye for detail. S/he will have a sufficiently high level of academic qualification to perform the role.</p> <ul style="list-style-type: none">• Willingness. To attend open days and other school events; work out of hours as and when school development/alumnae functions occur.		
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