



Watford Grammar School for Boys

JOB TITLE **Director of Development**

1. **MAIN PURPOSE OF JOB**

- To devise, gain approval for and implement an ongoing 3 year fundraising strategy for Watford Boys Grammar School.
 - To work with the Headmaster to devise and implement new parent fundraising initiatives
 - To develop and sustain effective relationships with the School, including local press, to maximise support for the School in all areas.
 - To ensure proper integration of communications and fundraising functions throughout the school.
 - To develop use of new E Tapestry database
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2. **POSITION IN ORGANISATION**

- Report to the Deputy Headmaster.
 - Work closely with Watford Boys Grammar Senior Leadership Team with the School Governor responsible for fundraising and the Chair of the Watford Fuller Foundation
 - Act as the fundraiser and PR adviser to the Friends of the School (parents association)
 - Act as the School's representative at Old Fullerians' Association and Friends of the School meetings.
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3. **KEY RESPONSIBILITIES**

Develop and deliver a fundraising programme 65%

- Devise and implement a 3-year strategy to ensure short and long term income targets are achieved and risks are minimised.
- Work with Deputy Headmaster and Watford Fuller Foundation chair to identify projects that have the potential to attract significant funding.
- Clarify and articulate, both verbally and in writing, the needs of the School and explain the specifics of the projects for which the School is seeking funding.
- Research and make applications for funding from Big Lottery Fund, Trusts and Foundations and major companies operating a Charitable Trust.
- Write reports for funders as required, working with other School staff as appropriate
- Develop and implement innovative approaches that build sustainable income from Alumni, parents, local people and companies. This includes development of major donor and legacy programmes.
- Work with current fundraising groups and set up new ones where appropriate along with Development Boards, to directly involve parents, alumni and local companies in fundraising and increase the numbers of people giving money to the School.
- Participate in regular training seminars and professional organisations to stay abreast of the profession and sector.
- Know thoroughly the School, its curriculum, its history, values and teaching staff, to represent the School appropriately in all fundraising communications and to all stakeholders.

Develop and deliver a communication programme. 25%

- Develop a communications programme to support fundraising activity: this should include key events, internal and external publications, regular communication with Alumni, parents and Sixth Form.
- Ensure that all donors are thanked in a timely and appropriate manner
- Write and manage all aspects of Fuller News production and development of the Fuller Network
- Develop a student group to input into Fuller News, and attend Fullerian events.



- Be responsible for regularly updating fundraising and Alumni sections on the website and social media.
- Keep abreast of new sources of funding available, through websites, newsletters etc., and update Headmaster, Governors, Trustees and Heads of Departments as appropriate.
- Work with the Headmaster to develop consistent communication messages and imagery that can be used in all marketing material aimed at all external stakeholders.
- Work with the local media in communicating key fundraising messages.
- School website management and production of promotional materials
- Provide, where possible, advice and support to the Headmaster, Governors, Trustees and staff on matters related to the work of fundraising and external communications.

Planning, Finance and Administration 10%

- Ensure feasibility, planning and evaluation of all fundraising projects
- Produce and maintain records of all income and expenditure, working with the Finance Team to enable reconciliation of all figures.
- Monitor, analyse and adapt fundraising strategy as appropriate in light of successes, competitor charity activity in the area and national school initiatives.
- Have overall responsibility for developing and maintaining the Alumni and donor database, and respond to fundraising and Alumni enquiries including those generated via the website.
- Work with the Headmaster to monitor progress, determine the success of fundraising and confirm future direction and strategy
- With the Headmaster/Governor responsible for fundraising, determine the strategy for the Fuller Network
- Report as needed to the Governing Body and Trustees on development matters.
- Support the management and development of the School's overall work by working in liaison with other teams and volunteers as required.
- Carry out any duties that may be reasonably required by the Headmaster, Governors and Trustees in the light of the main purpose of the job.
- Work within and adhere to the School's Policies and Procedure

4. QUALIFICATIONS, EXPERIENCE, KNOWLEDGE AND SKILLS

- Degree, or membership of an appropriate professional body of recognised Graduate status
- Marketing, Fundraising or Management qualifications
- Membership of the Institute of Fundraising
- At least 5 years' experience of working in fundraising, marketing/PR, or related profession
- Excellent interpersonal skills and an ability to communicate and build relationships with a diverse range of people
- Excellent written and verbal communications skills
- Strong editing skills and the ability to write eye-catching press releases, direct marketing letters and fundraising brochures.
- Proven experience of planning and managing successful projects to deadlines (in a paid or voluntary capacity)
- Skill at building confidence and effective working relationships with staff and volunteers
- Understanding of either the education or voluntary sectors
- Experience of strategic planning, budgetary control and working to financial targets
- Computer literacy, particularly Word, Excel, Powerpoint Experience of using the Etapestry fundraising software is desirable.
- Previous research experience in using reference books and the internet is essential

Hours of Work

18.5 hours per week, full year, 23 days holiday per year. Working hours to be agreed. Term time only hours may be considered. Salary £20k per annum.