



## Watford Grammar School for Girls

JOB DESCRIPTION	
Job Title	Fundraising Development Manager
Reports To	Business and Finance Director
Contract Type	Fixed-Term, Part-time
Role	Support
Working Pattern (Days & Hours)	15 hours per week (flexible)
Pay Range	H8-H9 (dependent on experience)

### Context of the post

In all matters the foremost will be the supporting of the aims of the School and the policies laid down by the Governing Body. The spirit of all the school policies is summed up by our mission statement:

“To foster the academic excellence and personal development of each pupil in a caring, stimulating and challenging environment so that each pupil is able to fulfil her full potential.

To promote high quality teaching and learning and to hold high expectations of each pupil both in terms of achievement and good behaviour.

To manage the school in ways which involve the whole staff in preserving and carrying forward the special character of Watford Grammar School for Girls, which is based on care and respect for every member of the school community.”

It is the responsibility of every member of staff to ensure at all time the safety of the children in their care. All adults working in the school should know about the school’s child protection procedures and the identity of the Designated Senior person for child protection.

### Job Purpose

To be responsible for developing and implementing a fundraising strategy to benefit the school with respect to increasing the amount of voluntary donations. You will work with the Senior Leadership Team, Women of Vision Trust and the Old Grammarians Association to growing regular and legacy giving donations from parents, alumnae and other supporters.

The Development Manager will be expected to oversee the effective delivery of additional commercial income to the school of an annual amount specified in the Annual Review and to ensure that incremental targets are realised or surpassed within defined timescales.

### Main Duties and Responsibilities

#### Regular and legacy giving

- Implement a new regular giving programme to build income stream from current levels, including setting KPI’s and key objectives.
- Initiate and grow donations from alumnae in cooperation with the Alumnae Relations Manager for the Old Grammarians Association (OGA).
- Keep up to date with best practice in fundraising, individual and planning donations
- To establish an ongoing fundraising programme to support and complement the work of the Women of Vision Trust and the OGA (in cooperation with Alumnae Relations Manager).



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- To actively manage and oversee both the Trusts website ([www.thewomenofvisiontrust.org](http://www.thewomenofvisiontrust.org)) and database fundraising management system (both hosted by Toucan Tech CRM system) ensuring that the contribution of the Trust to the school is actively promoted
- To ensure the efficiency and effectiveness of the Trust's online donation process.
- To ensure that HMRC Gift Aid claims are accurate and submitted in a regular and timely fashion.

#### **Management of Sponsors and Donors**

- To develop and maintain key relationships with supporters / corporate sponsors promoting the aims and objectives of the school and the Trust.
- Organise and host on site events to inform, engage and maintain relationship with the giving community.
- Working with the Marketing & Communications manager, develop fundraising and publicity materials to engage current and future givers.
- Manage the Fundraising database ensuring that its capabilities are fully exploited and accurate fundraising records are maintained.
- Implement a re-engagement outreach initiative for lapsed donors
- Ensure the school provides appropriate and accurate donor recognition.

#### **Marketing & Communications**

- To design and present a portfolio to external audiences of opportunities for donors and sponsors to support the school using a variety of channels including via the web, email, social media, telephone, client meetings, events and personal networking.
- To develop and implement a strategy for individual and corporate supporter recruitment and development.
- To work closely with internal stakeholders for the benefit of the Trust including the Parents' Association and the school Senior Leadership Team.
- To identify and support relevant external networking or relationship building events
- To develop strategic alliances and research with external organisations that will benefit WGGGS economically, artistically, educationally and socially.

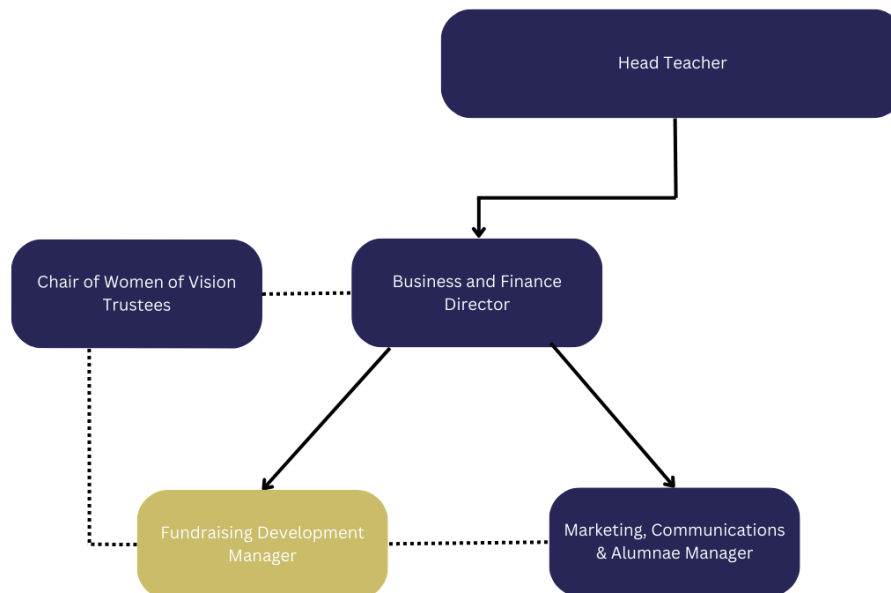
#### **Financial management**

- To develop an annual fundraising plan and budget. To complete post revenue and expense reports for all fundraiser events.
- Prepare financial and analytical reports for the Governors, SLT and Trustees and to attend all Women of Vision Trustee meetings, as required.
- To manage the fundraising budget with support from the School Business Manager; liaise with external auditors as required and submit a report annually for inclusion in the school annual report on behalf of the Trustees.
- Making risk analysis and balancing time-cost ratios to focus effort on the most appropriate fundraising activities with the highest chance of success



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### ORGANISATION CHART



### Notes

- a. All staff are expected to demonstrate consistently high standards of personal and professional conduct. The following statements define the behaviour and attitudes which set the required standard for conduct.
- b. Staff uphold public trust in Watford Grammar School for Girls therefore staff are expected to maintain high standards of ethics and behaviour, within and outside school, by:
  - i. Treating pupils and colleagues with dignity, building relationships rooted in mutual respect and at all times observing proper boundaries appropriate to their position.
  - ii. Having regard for the need to safeguard pupils' wellbeing, in accordance with statutory provisions as appropriate.
  - iii. Showing tolerance of and respect for the rights of others
  - iv. Not undermining fundamental British values, including democracy, the rule of law, individual liberty and mutual respect and tolerance of those with different faiths and beliefs
  - v. Ensuring that personal beliefs are not expressed in ways which exploit pupils' vulnerability or might lead them to break the law.
  - vi. All staff must have proper and professional regard for the ethos, policies and practices of Watford Grammar School for Girls and maintain high standards in their own attendance and punctuality.



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- c. The post holder will take part in an annual performance Review at which objectives will be set and development needs identified.
- d. It is a statutory requirement that all public sector workers in customer facing roles must be able to speak English fluently and you will be expected to demonstrate at interview and in the classroom the ability to converse at ease and at an appropriate level in accurate English with pupils, parents, and visitors to the school.
- e. The above responsibilities are subject to the general duties and responsibilities contained in the statement of Conditions of Employment.
- f. This job description allocates duties and responsibilities but does not direct the particular amount of time to be spent on carrying them out and no part may be so construed.
- g. This job description is not necessarily a comprehensive definition of the post.
- h. The duties and responsibilities listed describe the post as it is at present. The post holder is expected to accept any reasonable alterations that may from time to time be deemed necessary by the Headmistress.
- i. The job description will be reviewed regularly and may be subject to modification or amendment at any time after consultation with the post holder.

***Please sign both copies of this job description, keeping one for your files and returning one to the HR Department, within 14 days. If it is not returned within 14 days your acceptance will be presumed.***

Signed:

Date:

Headteacher

Signed:

Date: