The Edinburgh Academy

DIRECTOR OF DEVELOPMENT AND ALUMNI RELATIONS

For November/December 2018

Independent Co-educational Day School

Senior School: 625 pupils aged 11 –18
Junior School: 396 pupils aged 5 –11
Nursery: 93 pupils aged 2 – 5

Scottish Charity No: SC 016999

The Edinburgh Academy
Introduction

The Edinburgh Academy is an academically selective, independent, co-educational day school for pupils aged 5 -18 years with a reputation for being caring and friendly. The Edinburgh Academy aims to be forward-looking and progressive but also greatly values its long held traditions. The School has a strong reputation for individual attention and excellence in its pastoral care and co-curricular provision. The School consists of a Senior School containing approximately 625 pupils and a Junior School containing approximately 396 pupils, and we have a Nursery department of around 100 pupils. The School is a member of HMC.

The School's Place in Edinburgh

The School was founded in 1824 and has been regarded as a leading educational establishment within the City of Edinburgh and across Scotland ever since. Original Directors included the leading literary names of their age such as Sir Walter Scott. Robert Louis Stevenson and James Clerk Maxwell were also pupils at the School. The Senior School occupies a site in Henderson Row, less than a mile from Princes Street and at the northern limits of the Georgian 'New Town', of which it was designed to be a part.

Further details about the School and its resources can be found on the School website - www.edinburghacademy.org.uk

Classes and Assembly
7ths (S6) and 6ths (S5) classes are organised by tutor groups studying either Highers, Advanced Highers or GCE A-level. A School Assembly is held at 8.40am each morning, and is attended by the whole school. School Services for the whole school are held on several occasions during the session.

Exam Results
The Edinburgh Academy uses both English and Scottish examination boards. Nearly all subjects now present SQA National 5 and Advanced Higher examinations. Each year, a significant number of our 7ths (S6) have conditional places at very competitively sought universities on the basis of their Advanced Higher/A-level and Higher results. Yearly academic results can be found on the School website.

Games and Activities
At the Edinburgh Academy, sport offers opportunities at all levels. The PE curriculum is varied, encompassing a wide variety of team games and individual sports. The School runs teams in a large number of major and minor sports and encourages pupils to represent the School at one or more sports at any age group.

In Music, there are about 20 performing groups including orchestras, choirs, wind bands, a big band and several chamber groups.

In Drama, there are usually three or four main productions each year. There is a fully active LAMDA qualification schedule in acting, reading for performance, mime, public speaking and Musical Theatre in place.

Director of Development and Alumni Relations

Job Description

The Edinburgh Academy comprises a Junior School (490 pupils aged 2-11) and Senior School (620 day pupils aged 11-18). The two schools are separate but both report to the Rector and the Court of Directors as the Governing Body. The ideal candidate will have a strong track record of success in strategic development and fundraising and have first-hand experience of the implementation and running of a major 'Capital Campaign', preferably in a comparable (charitable or educational) organisation. He/she will have the ability to apply sound fundraising principles to the School's environment, taking into consideration the perspective of existing and new audiences and the dynamics of the diverse marketplace. The Director of Development will be line-managed by the Rector of the Edinburgh Academy but also works closely with the Junior School Headteacher and the Bursar. The core functions of this post are fundraising and supporter engagement. As such this role will suit an experienced development professional. An understanding of schools and education may be an advantage but this is an ideal opportunity for an able, diligent and enthusiastic individual to become a key member of staff in a successful, forward-thinking and ambitious organisation.

The successful candidate will work with the Rector, Court of Directors, Common Room, alumni and parents. The Development Office objectives are aligned with the School's needs. Different constituencies are appropriately targeted so as to ensure the greatest success is achieved in a sustainable way. There is a need to meet short-term expectations as well as manage long-term donor cultivation and development.

The Development Office works in close partnership with the Edinburgh Academical Club (EAC). It co-ordinates, facilitates and supports the activities of the EAC and all other friends and contacts of the School. Collaborative working with the Academical Club and members enables the Development Office to strengthen relationships and to expand the role it plays in maintaining a strong and sustained evolution of the School. The Academical Club is managed by an Executive Council with a President, Vice-President and Secretary.

The Director of Development is the Secretary to the Board of the Edinburgh Academy Foundation (EAF). The Foundation's objects are the promotion and advancement of education of pupils of The Edinburgh Academy, aiming to raise funds for specific projects within the school and to support the Bursary and Scholarship Fund. In 2015-16 the Foundation instigated a plan to focus on the 'TO24' campaign, our masterplan to deliver strategic, transformational improvements to the school estate as a celebration of the School's two-hundredth year in 2024. The successful candidate will play a key role in this £10 million campaign, beginning with fundraising towards Stage 1, a £4 million Science and Library extension, which will enhance our existing science and library buildings, as well as planning towards Stage 2, a new Sports' facility and increased classroom provision.

Duties and Responsibilities

Reporting to the Rector as a member of the Senior Management Team, the key purpose of this role is to foster relationships with the aim of obtaining financial support for the School's development from external sources. The following requirements will be central to the role:

- To work with the Rector, Bursar and Court of Directors to develop and implement a sustainable development strategy to support the school's wider vision in both short and long-term targets.
- To have direct responsibility for the leadership and management for all fundraising, alumni relations and supporter engagement for the School.
- To develop a comprehensive fundraising strategy, ranging from regular giving through to legacies. The Development Director must be prepared to develop this fundraising strategy for approval by the Rector and Court of Directors and to agree income targets and KPIs with them.

This will include Major Donor Development, Legacies, Supporter Fundraising and Annual/Regular Giving Funds for both identified Capital and Bursary Projects and associated 'Cases for Support'.

- To work closely with the EAC, continuing to build strong relationships and support in a wide range of activities.
- To develop overarching plans for all existing fundraising within the School, ensuring the sustainability of an ongoing effective and integrated programme.
- To manage effective research, stewardship and cultivation of prospects and supporters.
- To ensure consistent communication with all stakeholders.
- To lead the school's engagement activities with alumni, parents and the local community; deliver a suitable annual events programme for cultivating productive relationships with potential and existing donors.
- To ensure an ongoing engagement with potential and existing donors with individual visits both nationally and internationally.
- To be responsible for the drafting of Development Office pages on the school website and the Academical magazine, as well as the Beyond EA publication.
- To ensure supervision of robust gift management systems for entering, tracking, reporting, tax reclaim and thanking donors. To oversee the maintenance of the alumni and fundraising ThankQ database.
- To support the Rector and Court of Directors in maintaining positive relations with high net worth individuals and donors, assisting as required.
- To support the maintenance of the alumni networking programme offering careers guidance to the Academicals' community.
- To manage the annual Development budget. Prepare and manage the Development budget, ensuring robust financial management of both income and expenditure.
- To report in writing on all development activity to the Court of Directors and relevant sub-committees in consultation with the Rector. Provide regular management reports on all aspects of the brief to monitor progress against targets to the Court of Directors and appropriate committees. In particular, the Director will establish new systems to provide detailed analysis of actual fundraising results and potential future support.
- To provide leadership for, and management of all staff involved in fundraising, and to coordinate the activities of senior staff and volunteers, including Trustees and others.
- To take personal responsibility for a portfolio of major gift prospects and work with others (senior management and volunteers) to ensure the systematic, appropriate and planned solicitation and cultivation of prospects is undertaken.
- To ensure that all activities undertaken by the Development team are performed to the highest standards and in accordance with best practice as established by professional bodies such as the Institute for Fundraising, the Council for the Advancement and Support of Education, and the Institute of Development Professionals in Education.
- To ensure that donors and volunteers, who have supported the School financially and/or with their time, are appropriately thanked, are regularly updated on progress towards the school's goals, and are appropriately recognised for their contribution.
- To represent the school professionally and in keeping with its ethos in all relationships; with parents, alumni, staff and students. Supporter engagement: alumni, parents and the community
- Ensure that the School is compliant with all aspects of GDPR legislation in its engagement with its Alumni body/friends and supporters. This includes the management of the ThankQ database.
- Provide a supporting and enabling environment for the Development and Alumni team to thrive and develop into a professional and motivated team.
- To undertake any other duty as reasonably requested by the Rector.

The Director of Development will provide support to the Rector and other senior staff with regard to managing the outward-facing aspects of the school. S/he is expected to attend all meetings of the Court of Directors and any internal School Committees, as appropriate to the role.

Skills, Experience and Qualifications

Essential

- In depth experience and appreciation of the principles and practices of fundraising and development with an understanding of the legal framework of charity fundraising.
- A demonstrable track record of generating revenues for an institution on a commercial and/or philanthropic basis for either a capital project and/or an ongoing fundraising programme or an ability to demonstrate a track record in a complementary area which would translate easily into this context.
- Strategic planning experience coupled with the energy and ability to lead, motivate and guide others to achieve strategic goals.
- The ability to build rapport and interact with people of all levels with a high degree of diplomacy, discretion and tact.
- Excellent written and verbal communication skills - the ability to write and speak in a way that is clear, convincing and inspirational.
- Creativity and an ability to adapt to new situations and address problems from new perspectives.
- A positive attitude, and a willingness to engage fully with all elements of a busy school, which will include some 'out of hours' working and some international and national travel.
- University graduate or equivalent.
- Leading and managing a team with the ability to motivate staff and volunteers;
- Successful experience of planning and securing major gifts and of managing a portfolio of relationships over a 18-24 month period;
- Able to provide a high level of care to both donors, potential supporters, friends and alumni;
- Numerate and confident in handling financial data;
- Knowledge of the regulatory framework for fundraising and charities;
- Highly motivated and target-driven.

Desirable

- Strong ICT skills. Knowledge of database systems commonly used in fundraising management e.g. ThankQ, Donor Strategy, etc.;
- Interest in, and understanding of, the broader educational landscape and in particular, the independent sector;
- Experience in school fundraising and development;
- Fundraising for a major capital campaign;
- Alumni relations within an educational institution;
- Experience of a range of different fundraising approaches, including legacy programmes, annual funds, telephone campaigns, etc.;
- Awareness and understanding of the safeguarding and welfare of children;

Details of Appointment

Salary: Salary and terms and conditions will be discussed in the interview process. The school also has an excellent direct contribution pension scheme of 5% employee and 11% employers' contributions.

Holidays: 28 days (to be taken predominantly during the school holidays and in consultation with the Rector) additional there are 10 days public holidays which are allocated by the School around Christmas and Easter.

Hours: This is a senior post and whilst the minimum hours per week will be 40, additional hours will be necessary to fulfil the requirements of the role. Normal office hours in term time are 8.30am – 5.30pm (Mon to Friday). The Director of Development will also be required to attend numerous events and meetings outside of their normal working hours on evenings and at weekends during term time.

Candidates should complete all sections of the application form, which should be emailed to the Rector's Office.

Candidates are welcome, if they wish, to send a copy of their curriculum vitae, including full details of qualifications and experience, and/or a covering letter explaining why they think they are particularly suited to the role and how it may fit in with future aspirations. However, please note that this is entirely optional and the shortlisting for interview will be based on the application form.

Further details are available from the Rector's Office – 0131 624 4911
rectorsoffice@edinburghacademy.org.uk

The closing date for application is Tuesday 2nd October, 2018

Availability

The appointment is available from November 2018 but a starting time can be confirmed in the interview process.

Conditions of Appointment

The appointment will be subject to satisfactory references, verification of identity and proof of qualifications, and to a satisfactory medical screening.

Child Protection

The Edinburgh Academy is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and PVG Disclosure Scotland.

Equal Opportunities

The School is an Equal Opportunities employer, and welcomes applications for this post from appropriately qualified persons regardless of age, disability, gender, race or sexual orientation.

Barry Welsh
September 2018