**Job Description**

**Job Title:** Fundraising Campaign Manager

**Reports to:** Assistant Head (Director of Development & Engagement)

**Main Responsibilities and Duties**

The school has embarked on an ambitious development plan to improve the school site and to widen accessibility, so this is an exciting opportunity for an energetic, determined and committed individual, who is experienced in executing cohesive strategies to maximise income generation opportunities. The successful candidate will have outstanding personal qualities and will be fully involved in all aspects of this thriving co-educational, independent day school, which is located in the Cathedral Close in the centre of this vibrant city.

The post will be for a fixed term of three years from 1st November 2017 in the first instance, with the first year working alongside our current Director of Development and Engagement.

**Campaign Management:**

* Develop an integrated campaign strategy and plan for our principal high need projects.
* Write and edit copy for a range of promotional printed materials for the campaign.
* Be responsible for the production and sourcing of all campaign materials.
* Deliver campaign activity presentations and regular progress result presentations.
* Re-analyse our database and research prospect details to re-identify our top 25 prospects.
* Work with key stakeholders in the school to enable implementation of our campaign strategy.
* Organise and stage manage prospect dinners and other campaign events to engage with the school’s target ONs, existing and past parents, community and businesses in the City.
* Prepare for and execute gift and major gift asks.
* Work with the Assistant Head (Admissions, Marketing and Outreach), the Registrar, and marketing to ensure all school events, taster days, assessment days, parent/teacher meetings, options evenings are organised and staffed to maximise our opportunity to progress both friend-raising and fund raising.
* Ensure that the Norwich School brand identity is adhered to in campaign and all communications.
* Effectively manage all leads from all areas of our campaign activity.
* Manage the master-plan of our activity to ensure everything dovetails effectively to ensure our campaign objectives are achieved.
* Keep abreast of all legislative and regulatory changes to ensure adherence to all directives
* Implement a system of feedback for all events and meetings, beyond Raisers Edge, as we seek to continually improve our activities.
* Work with Director of Development and Engagement in year one to effect seamless handover of responsibilities for years two and three, thereby maintaining the overall campaign’s momentum.

**General:**

* Work with the Development Office Manager (Alumni) contribute to the Old Norvicensian news and regular ON Newsletter.
* Actively contribute and be involved in all Development office activity.
* Manage the Development Office database (Raisers Edge).
* Manage our Direct Debit payment and Gift Aid liability.
* Be responsible for personal development within the development role.
* Participate in training and other learning activities as required and in the performance appraisal and development review process
* Undertake other similar duties and activities that fall within the band and role; and any other duties that may be reasonably required by the Head Master or the Bursar.

**Principal Working Relationships**

**Internal**

* Director of Development and Engagement (line-manager in year one)
* Head Master (line-manager in years two and three)
* Bursar
* Development Committee
* Senior Leadership Team and Senior Management Team
* Teachers and Support Staff
* Pupils

**External**

* Old Norvicensians
* The Worshipful Company of Dyers
* Current parents and parents of ONs
* Wider community, especially local businesses
* Local and national trusts

**Person Specification**

The successful applicant will demonstrate the stature, gravitas and confidence to gain the credibility and respect form all areas of our operation.

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|  | **Essential** | **Desirable** |
| **Experience and Qualifications** |  |  |
| Degree educated |  | X |
| Previous experience of campaign management & leading campaigns | X |  |
| Copywriting experience |  | X |
| Good IT Skills (MS Outlook, Word, Excel, Databases) | X |  |
| **Skills and competencies** |  |  |
| Excellent communication and presentation skills | X |  |
| Excellent organisational and interpersonal skills | X |  |
| Effective tactical and strategic thinker | X |  |
| Flexible, collaborative and proactive a team leader and team player | X |  |
| Effective time management skills and the ability to balance competing priorities and achieve deadlines | X |  |
| Focused on meeting objectives and campaign deadlines | X |  |
| Ability to establish relationships quickly and to build trust and respect | X |  |
| Ability to manage difficult conversations | X |  |
| Ability to exercise judgement and know when to seek advice | X |  |
| Self-motivated, with an ability to thrive under pressure | X |  |
| Strong customer focus | X |  |
| Information processing – ability to learn quickly, to digest material effectively at all levels. | X |  |
| Proactivity – ability to use initiative, to suggest improvements to processes, prioritise and be proactive in managing workload | X |  |
| **Personal Qualities** |  |  |
| Positive, proactive, helpful, professional and enthusiastic in attitude | X |  |
| Willingness to maintain confidentiality | X |  |
| Commitment to professional development and training | X |  |
| Ability to display a calm, tactful and responsible attitude | X |  |
| Willingness to participate enthusiastically in all aspects of school life |  | X |
| Supportive of the Independent School system | X |  |

**Salary and Benefits**

**Salary and Working Pattern**

The salary range for this post is circa £45K to £60K dependent upon the skills and experience of the successful candidate. The expected start date for the successful candidate is 1st November 2017.

The Fundraising Campaign Manager is expected to work 37.5 hours per week typically between 8.30am and 5.00pm each weekday with one hour of unpaid lunch break. Flexibility in working hours and pattern is required to meet the changing needs of the school.

**Holidays**

Staff are initially entitled to 20 days of annual leave excluding the 8 days bank holidays, increasing to 25 days after five years’ service. A day off in lieu for the Norfolk Show Day is also awarded to support staff. This must be taken on the day designated by the Bursar each year and is normally in the Christmas holiday period. Generally, support staff must take their annual leave during the school holiday periods.

**Weekend and Evening Working**

The Fundraising Campaign Manager may be required to work during occasional weekends for school events such as the Open Day and Sports Day and other public events taking place on school premises. Time off in lieu will be awarded for the hours worked on those days.

**Pension**

Subject to meeting the qualifying conditions, support staff are eligible for the Aegon pension scheme. The school will contribute 8% if the staff contributes a minimum of 4% of their salary into the scheme. Please note that this is a defined-contribution pension scheme.

**Healthcare**

Staff may benefit from a heavily subsidised private healthcare plan run by PPP. To join, a full time member of staff has to contribute £100 per annum. The spouse and dependent children may also join the scheme at the prevailing corporate rate.

The school also offers a free flu jab to those staff who wish to take this up and this is administered on site during the school day by a nurse.

**Lunch**

Staff may enjoy a complimentary lunch in the school’s Refectory during term-time.

**Salary Sacrifice Schemes**

Norwich School offers the Cycle to Work scheme and the Childcare Voucher scheme.

NOTE: Please note that Norwich School is located in the centre of Norwich with very limited parking. The successful candidate may apply for a parking space but success will be dependent on availability and on meeting the school’s criteria for awarding parking spaces. However, the school is well served by public transport systems. Bus stops are located just outside the Cathedral gates and there are frequent services for the various Park ‘n’ Ride car parks as well as for other parts of the city and county. The Norwich mainline train station in only 5-10 minutes’ walk from the school.