



DIRECTOR OF EXTERNAL RELATIONS

Loretto School - a small school, big on heart, big on ambition
Salary £competitive

Background

Founded in 1827, Loretto School is one of Britain's leading co-educational boarding and day schools for boys and girls aged 0-18. The school is set in 85 acres of leafy campus just outside Edinburgh and is home to the Loretto Golf Academy. Loretto is well known for its emphasis on the development of the whole person, mind, body and spirit.

As a result of reviewing activities over the past twelve months, the Governors and Headmaster (Dr Graham Hawley) have taken the decision to appoint a Director of External Relations with the purpose of developing an integrated approach towards key external stakeholder groups: prospective parents, current parents, alumni, donors and the wider community. As a member of the Senior Strategic Team the post will be responsible for building strong relationships with each these constituencies and ensuring effective communications throughout.

This is an ideal opportunity to become a key member of staff in a successful, forward-thinking and ambitious organisation and while this role will suit an experienced development professional, demonstrable skill in broader external relations will be critical. The successful candidate will have a track-record of significant achievement, and demonstrable experience of change management and successful project delivery.

Over the past twelve months, the School has worked closely with More Partnership (www.morepartnership.com) to review current fundraising and advise on the future approach. As a result, the More team is available for potential applicants to contact should you wish to understand more about the School and this role. Subject to the fundraising experience of the successful applicant, ongoing support may be available.

Role purpose

The role of Director of External Relations exists to co-ordinate and drive forward the approach the School takes towards its key external stakeholder groups – prospective parents, current parents, alumni, donors and the wider community – in line with the strategic priorities identified by the School. The Director of External Relations is a member of the Executive and will provide support to the Headmaster with regard to managing the outward-facing aspects of the School. S/he will attend meetings of the Board of Governors, Finance and Revenue committee and the Loretto Foundation.

The role of Director of External Relations has been created following the vacancy of the post of Director of Development and will be a key part of the existing staff team currently involved in external relations work across the School: the Director of Admissions, the Director of Communications, the Lorettonian Society Membership Secretary (part-time), the Database Officer (part-time) and the Events and Letting Manager. The School expects – subject to budget – to make further appointments over the next 6-12 months e.g. in fundraising.

Working closely with the Headmaster as part of the senior team, you will:

Plan and lead the process of change to ensure that all the School's external relations activities are strategically aligned and effectively co-ordinated across all key external stakeholder groups: prospective parents, current parents, alumni, donors and the wider community;

Take the lead directly on the School's activities to deepen philanthropic relationships with current and former parents, Old Lorettonians, well-wishers and friends of Loretto School, creating a varied and professional programme of fundraising and engagement;

You will have direct responsibility for the leadership and management of all the fundraising and alumni engagement for the School. In addition, you will plan and lead the process of integrating these areas with the School's wider communications and recruitment strategies, which are managed by two senior members of staff – the Director of Admissions and Director of Communications.

Key criteria for success

In the first twelve months the successful candidate will have:

Developed a strong working relationship with the Headmaster, Senior Leadership Team, Governors and Trustees of the Foundation and the Committee of the Lorettonian Society, establishing Loretto's first Director of External Relations as a credible and effective contributor to School life.

Developed and gained widespread support for a 3-5 year comprehensive External Relations strategy as an integral part of Loretto's corporate planning, with strategically-aligned clear operating plans for each of Development, Alumni and Supporter Engagement, Communications and Admissions.

With the Headmaster, Bursar and existing staff, reviewed the staffing structure to ensure a well-defined and accountable External Relations team is in place to deliver that strategy.

Established a robust and systematic approach to major giving at the School, which will have started to show some early results of success.

Main Responsibilities

The main responsibilities of this role will be as follows:

Strategy development and implementation

- Work with the Headmaster, Bursar and Governors of Loretto, to develop and implement a sustainable integrated external relations strategy to support the School's wider vision over the next five years.
- Ensure that the objectives and targets identified in the strategy – including financial targets – are achieved on time and to budget.

Fundraising Activities

- Provide leadership for and management of all staff involved in fundraising and to co-ordinate the activities of senior staff and volunteers, including Trustees and others.
- Develop a comprehensive fundraising programme ranging from regular giving through to legacies, and implement strong supporting activities, systems and policies for potential donor identification, research, involvement and management, donor stewardship and recognition, gift management and accounting and ethics.
- 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.
- 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.
- 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.
- Keep fully informed about the developments and achievements of the School's charitable vision (for example, by attending events and presentations at which the Headmaster speaks about this).
- Represent the School professionally and in keeping with its ethos in all relationships – with parents, teachers, Old Lorettonians, staff and pupils.

Supporter Engagement: Alumni, Parents and the Community

- Working with the Lorettonian Society to create a strategy to encourage alumni engagement with the School and with each other.
- Working with the Parents' Association and supporting the Headmaster to keep parents engaged and well informed of the School, including former parents.
- Build a wider community of goodwill and support for the School, engaging with friends and supporters.

Marketing and Communications

- With the Director of Communications devise and effectively implement a marketing and communications strategy to effectively promote Loretto to key audiences, based on the School's values and aspirations; with a particular emphasis on recruitment, fundraising and alumni engagement.
- With the Head and Governors and Director of Communications, create the narrative and key messages to underpin the Schools' communications, ensuring that these flow through publications, the web site and digital platforms.

Pupil Recruitment

- The Pupil recruitment strategy is led by the Director of Admissions, with the Director of External Relations ensuring that this aspect of the work is integrated as part of the wider School external relations strategy. Particular attention should be given to how scholarship, bursaries and fundraising in general can support the recruitment strategy.

Leadership and Management

The Director of External Relations is accountable to the Headmaster and as a senior staff member is expected to:

- Lead and manage the External Relations team ensuring smooth day-to-day operations and when appropriate, to be directly involved, particularly in the fundraising area. The Director of External Relations is the School's senior fundraiser leading the Development Team.
- Prepare and manage the External Relations budget, ensuring appropriate delegation within the External Relations Team.
- Provide regular management reports on all aspects of the brief to monitor progress against targets, to the Board of Governors and appropriate committees. In particular, the Director will establish new systems to provide detailed analysis of actual fundraising results and future potential support.
- Provide support for the Headmaster on all areas of External Relations, deputising where appropriate and representing the School in various external fora.
- Foster good relations with members of the academic and support staff team (Estates, Catering and the Bursary etc.) in order to ensure effective coordination and integration with every other aspect of School life.
- Attend Governors meetings and other committees as appropriate for a member of the Executive team. Lead and manage/ service committees relating to the External Relations, for example a Development Committee.
- Ensure efficient procurement procedures are in place to manage relationships with companies contracted to undertake specific tasks, such as the preparation of publications and the running of a telephone fundraising campaign.
- To remain up-to-date with developments in fundraising, refreshing skills as necessary, and keeping abreast of relevant philanthropic news, charity law, data regulation and other relevant legislation.
- The role will require travel including, potentially, overseas. Attendance at evening and weekend commitments, in particular fundraising and engagement events outside normal office hours are an essential part of the job.

Person specification

	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
Qualifications/ Professional Bodies	<ul style="list-style-type: none"> ▪ Educated to graduate level or equivalent. 	<ul style="list-style-type: none"> ▪ Fundraising Management or Marketing qualification; ▪ Membership of the Institute of Fundraising or a related professional body.
Experience	<ul style="list-style-type: none"> ▪ Planning and leading change. ▪ Creating and implementing strategy successfully. ▪ Leading and managing a diverse team with ability to motivate staff and volunteers. ▪ Five years successful fundraising or transferable professional experience (for example in PR or marketing); ▪ Successful experience of planning and securing major gifts and of managing a portfolio of relationships over a 12-18 month period; ▪ Providing a high level of care to both donors, potential supporters, friends and alumni; ▪ Understanding of effective communications. 	<ul style="list-style-type: none"> ▪ Fundraising for a major capital campaign; ▪ Fundraising or Marketing in an educational institution (e.g. a university or an independent school); ▪ Fundraising from donors who are not resident in the UK; ▪ Alumni relations within an educational institution; ▪ Experience of a range of different fundraising approaches, including legacy programmes, annual funds, giving clubs, telephone campaigns, etc. ▪ Experience of communication campaigns. ▪ Experience of being a member of a senior management team.
Skills/knowledge	<ul style="list-style-type: none"> ▪ Excellent written and verbal communication skills; ▪ Numerate and confident in handling financial data; ▪ The ability to: work independently and imaginatively, and also as a part of a team, and to take the initiative; ▪ Communicate effectively with a wide variety of people; ▪ Manage a diverse workload within tight deadlines. 	<ul style="list-style-type: none"> ▪ Awareness and understanding of safeguarding and welfare of children. ▪ Knowledge of database systems commonly used in fundraising management e.g. Raiser's Edge, Donor Strategy, etc. ▪ Knowledge of Microsoft packages
Personal Attributes	<ul style="list-style-type: none"> ▪ Commitment to Loretto's ethos; ▪ Empathy and commitment to the staff and volunteer teams ▪ Drive and determination; ▪ A willingness to be involved in the wider life of the School; ▪ Highly motivated and target-driven; ▪ An exemplary degree of personal integrity and maturity; ▪ The highest standards of written and oral presentation; ▪ The presence required to represent the School in interactions with prospects and donors; ▪ Willingness to travel in the UK and overseas, and to work outside normal office hours; ▪ Diplomacy and tact and a good sense of humour; ▪ Common sense; ▪ An exemplary attendance record in his/her past and present employment; ▪ A positive, flexible and responsive attitude and approach to work. 	

Further background

Development and Alumni Engagement

The School has run a number of successful fundraising initiatives over recent years, including the annual Golf Event. Almost £1million has been raised over the last five years. Until recently there has been a small fundraising team, with a Director of Development plus administrative support for events and database management. Following the recent review, we believe there is scope to increase philanthropic support for the School.

The Loretto Foundation was established in 2002. The Board of Trustees is responsible for managing the philanthropic funds, advising on the School on fundraising strategy and supporting fundraising initiatives, which has recently focussed on Bursary and Scholarship support.

The School has a thriving and successful programme of alumni relations, organised by The Lorettonian Society, which was founded in 1947. The Lorettonian Magazine is sent every year to Old Lorettonian's throughout the world and there is an annual dinner at Loretto and in London. There is a part-time Membership Co-ordinator who co-ordinates the various programme of the society.

A copy of the More Partnership report is available on request from:

Jacqui Wayth, Executive Assistant to Headmaster (headmastersea@loretto.com)

Parents' Association

There is an active parent association that works closely with the Headmaster to engage Parents with the school