

JOB DESCRIPTION

JOB TITLE	Development Officer
DEPARTMENT	Marketing, Admissions and Communications
REPORTING TO	Director of Marketing, Admissions and Communications
<p>SUMMARY OF JOB ROLE</p> <p>We are seeking an experienced fundraiser to join the Marketing, Admissions, and Communications Department at one of the North's leading independent schools. This is an exciting opportunity for a highly motivated professional to thrive under the direction of the Director of Marketing, Admissions and Communications, in a fast-paced and evolving environment.</p> <p>The ideal candidate will bring hands-on experience of fundraising and stakeholder relations. You will have a proactive approach to work and be able to use your initiative to concurrently manage multiple tasks with a close attention to detail and deadlines.</p> <p>Supporting the Director of Marketing, Admissions, and Communications, the successful candidate will deliver Ashville's development strategy. They will administer the Old Ashvillian Society, increasing engagement, and be committed to fundraising through sound data management, nurturing relationships and creating a culture of philanthropy across the school community both past and present.</p> <p>Given the nature of the role, a degree of flexibility will be required, including occasional evening and weekend commitments.</p>	
<p>MAIN DUTIES</p>	
1.	Cultivate relationships with existing stakeholders, alumni and families, and former members of staff to enable Ashville to benefit from their influence, contacts, expertise, voluntary help and financial support.
2.	Increase alumni engagement on social media channels including LinkedIn.
3.	Implement a comprehensive development strategy set by the Director, Head, Bursar and Old Ashvillian Society e.g. feasibility studies, capital campaigns, major gifts, continuous giving, annual fund, events. This could include managing CRM software.
4.	Arrange meetings with supporters and potential supporters. Cultivate prospects with the view to encouraging major gifts. Process donations and data to ensure supporters receive timely, correct and personal acknowledgements of their gifts and that high standards of stewardship are at the heart of all fundraising activity.
5.	Implement the administration for the Old Ashvillian Society.
6.	Capture and maintain data to increase the number of former pupils and supporters about whom information is held ensuring that data is obtained and recorded ethically and accurately in compliance with data protection regulations (GDPR).

7.	Create fundraising and engagement materials and online activity liaising with the wider MAC Department and designers.
8.	Create communications such as the OA Link and increase Old Ashvillian social media engagement.
9.	Have an oversight of Ashville's archive.
10.	Follow good practice in relation to compliance with privacy and fundraising regulation always complying with School policies in these and other areas. Remain up to date with developments, fundraising, charity law and other relevant legislation, refreshing skills when necessary.
11.	Provide support with the implementation of the marketing tasks and communications, retention strategies and the wider MAC department plans and tasks (e.g. taking a photograph for a social media post).
12.	To undertake any other duties that may be assigned, commensurate with the position, experience and salary. Undertake training and development as required by the post.
13.	Work in a manner that promotes and protects own health and safety, as well as that of other staff, pupils and visitors.
14.	<p>Understand the importance of safeguarding in education</p> <p>In line with our commitment to safeguarding, all members of staff have a duty of care towards Ashville College pupils and are expected to report any such concerns to the Designated Safeguarding Lead.</p>

PERSON SPECIFICATION

Please note, these are the criteria which will be considered as part of the selection process.

EDUCATION AND QUALIFICATIONS
<ul style="list-style-type: none">Educated to degree level or equivalent experience.
EXPERIENCE
<ul style="list-style-type: none">Experience in a development or fundraising role or of managing a fundraising campaign (minimum 2 years).Ideally experience in a marketing, communications or a customer facing roleGood experience of digital CRM systems and social media including posting and engagement strategies on LinkedIn.Experience of building excellent relationships with a wide range of peopleExperience working within the education sector would be highly desirable.Experience of managing workload efficiently and delivering against objectives.Experience working with sensitive data and adhering to data protection.Good understanding of setting up and managing fundraising campaigns is highly desirable.Understanding of GDPR requirements and processes.
KNOWLEDGE AND UNDERSTANDING
<ul style="list-style-type: none">Strong understanding of the principles and practices of fundraising.
SKILLS AND ATTRIBUTES
<ul style="list-style-type: none">Excellent communicator, with strong verbal and written communication skills.Excellent data management, copywriting, editing and proofing skills, with a strong attention to detail.Positive mindset with excellent interpersonal and negotiation skills, to develop effective working relationships with peers and key internal and external stakeholders.Excellent time management and the ability to work well under pressure.Excellent organisational skills, with an ability to prioritise and plan work to meet deadlines.

PREPARED BY	Director of Marketing, Admissions and Communications
DATE	July 2025

It is the shared responsibility of the job holder and their Line Manager to ensure that job descriptions are kept up to date.

Job holder's signature: _____

Date: _____