



# Part-time Events & Fundraising Officer

## **Job Description**

Manor House School, founded in 1920, will celebrate its 100-year anniversary in the academic year 2020/21. This is an exciting time in our history and we are looking for a team player with a background in events and fundraising to help us plan and implement our Centenary Year celebrations. The role will include organising a range of celebratory events and marketing initiatives to mark 100 Years in the School's history. Additionally, this individual will raise money toward our Centenary financial target, which will contribute towards our future school development plan.

## **The Role**

The Events and Fund-Raising Officer will work within the Marketing and Admissions team to meet the school's aims. This is a new role primarily involving communication with existing and former pupils, parents and staff with a focus on marketing, events and fund-raising.

The role will include helping to organise and administer our Centenary Year celebrations including a self-funded 'Centenary Ball' in September 2020 and a 'Garden Party' in Summer 2021. These will be supplemented by an array of themed marketing initiatives through the academic year 2020/21. The successful candidate will represent the School and assist the organising committee and FOMHS, when necessary, with all events and fundraising initiatives.

You will be part of a busy close-knit marketing and admissions team where life is fast-paced, but fun. You will report to the Director of Marketing and Admissions and work closely with the admin team. You will have experience of corporate hospitality/event marketing.

The hours of work will be 18.75 hours per week over 2.5 days, term-time only from 8.30am – 4.30pm (full day) and 8.30 -12.30pm (half day), with half an hour for lunch. You will be entitled to statutory holidays including public holidays and we are happy to consider candidates who are interested in flexible hours.

We have started to establish connections with past pupils and staff and this role will continue that work as part of the Centenary Year plans. The ideal candidate will be well organised and self-motivated with strong administration and planning skills. You will have a background in events and marketing with experience in fund-raising or sponsorship. You will be a good communicator, orally and in writing, and possess an engaging personality that will use well-honed diplomacy skills when liaising with a wide range of external and internal stakeholders. You will also be able to demonstrate empathy with the Manor House ethos and/or the independent schools market.

You will be willing to learn, or already be confident using, social media platforms to connect with stakeholders in a way that fits with our ethos and enhances our goals. You will have some experience of working with databases in an administrative role. A proven ability and passion to organise and run events is essential. An eye for branding and/or experience in print and digital media would be desirable.

This varied and exciting role offers the opportunity to gain experience in a number of areas and is offered initially on a temporary contract basis that will be reviewed after two years. It may possibly involve occasional evening or weekend work.

### **Key Responsibilities**

- Plan and implement a 'Centenary Ball' and 'Garden Party' that will be largely self-funded through local sponsorship and fundraising initiatives to include the production, marketing and event management.
- Organise a '100 Club' Raffle including donations from contacts and local businesses.
- Plan and execute celebratory marketing materials in co-ordination with other marcom initiatives.
- Help administer the marketing of a 'Founders Scholarship' from September 2019.
- Assist with the planning of the 100 theme into key events throughout the school calendar and organise promotional materials.
- Help organise an archive display and memorabilia as part of the 100 Year celebrations including a book marketing the history and future gaze of the school.
- Review the amount of current alumni contacts, check validity of the data held through establishing postal and primarily email contact and update the database with amendments or new social media contacts on an ongoing basis. Obtain greater information from contacts on current career and experience on an ongoing basis.
- Administer the alumni and FOMHS association, acting as secretary and attending meetings in the absence of the Director of M&A.

- Agree branding of the association/s with Head of Marketing and work to incorporate into the School's Brand Guidelines.
- Manage social media platforms (FB, Instagram and LinkedIn Company Profiles) and monitor daily/regularly with news and archive posts to encourage engagement and growth of current and past community.
- Assist with the planning and management of recruitment campaigns and event marketing campaigns to past pupils and staff.
- Establish a social, cultural and reunion events programme (developed over time as the association grows) working with the Head of Marketing and key stakeholders to engage the alumni and inform of the Centenary Year programme.
- Invite stakeholders to key events in the school's annual calendar.
- Provide reports and recruitment/ event numbers to leadership team and governing body when required.
- Set up administrative entry to the alumni association for Year 11 leavers for July 2020 onwards, and joiner paperwork. Agree components and benefits of membership for the alumni society.
- Compile regular e-newsletters sharing Centenary news with Old Girls' around the world.
- Assist with administrating fundraising targets. As part of this, help to develop a comprehensive annual giving campaign supported by a class giving campaign to raise funds for the school for the centenary year target.
- Support the administration and planning of the final centenary event working with a committee of stakeholders.
- Assist with recruiting and oversee potential volunteer helpers as and when necessary.

The main duties are listed above but some individual tasks, which need to be undertaken, may not have been identified fully and employees will be expected to comply with any reasonable request to undertake extra work from either the Headteacher or the Senior Leadership Team.

# Person Specification

| Qualifications   | Essential | Desirable |
|--|-----------|-----------|
| GCSE or equivalent in Maths and English                      | Yes       |           |
| Certificate or equivalent in Fundraising and/or Marketing    | Yes       |           |
| Experience Skills & Knowledge                                | Essential | Desirable |
| Strong administration and skills                             | Yes       |           |
| Marketing/Events Management/Corporate Hospitality experience | Yes       |           |
| Experience in fundraising and/or sponsorship                 | Yes       |           |
| Experience of dealing with different stakeholders            | Yes       |           |
| Excellent communicator                                       | Yes       |           |
| Business development skills                                  | Yes       |           |
| Knowledge of social media platforms                          | Yes       |           |
| Strong organisational skills                                 | Yes       |           |
| Experience working with databases/MIS                        | Yes       |           |
| Strong ICT experience including Microsoft Office             | Yes       |           |
| Characteristics  | Essential | Desirable |
| Commitment to the ethos and aims of the school               | Yes       |           |
| Initiative and enthusiasm                                    | Yes       |           |
| Good sense of humour   | Yes       |           |
| Charismatic and friendly                                     | Yes       |           |
| Hard working and resilient                                   | Yes       |           |
| High expectations of self and others                         | Yes       |           |