



# WOLVERHAMPTON GRAMMAR SCHOOL

## ALUMNI ENGAGEMENT OFFICER

22.5 hours per week, all year round (work pattern to be agreed)

### PROVIDING AN EDUCATION THAT TRANSFORMS LIVES AS WELL AS MINDS

Wolverhampton Grammar School is one of the oldest schools in the country, founded in 1512. As a selective and co-educational independent school for pupils aged 4-18 years, it enjoys an outstanding reputation. This is your opportunity to join an award-winning, nationally recognised and forward thinking School.



Wolverhampton Grammar School is a leading independent School with a reputation for excellence. Rigorous educational standards combine with a culture of responsibility, individuality and sense of community to ensure we achieve our mission: to transform lives as well as minds.

We are seeking an Alumni Engagement Officer to join our busy Development department at Wolverhampton Grammar School. Located in a friendly shared office.

Full details and an application pack can be downloaded from [www.wgs.org.uk](http://www.wgs.org.uk), or can be obtained by contacting Miss Carrie Clines by phone: on 01902 421326 or by emailing: [recruitment@wgs-sch.net](mailto:recruitment@wgs-sch.net).



**CLOSING DATE FOR APPLICATIONS: TUESDAY 5<sup>th</sup> AUGUST 2025**

**INTERVIEWS WILL BE HELD FRIDAY 15<sup>th</sup> AUGUST 2025**





## INTRODUCTION TO WOLVERHAMPTON GRAMMAR SCHOOL

Wolverhampton Grammar School was founded in 1512 by Sir Stephen Jenyns to provide a "good, moral education" for the children of Wolverhampton.

Although that same impulse motivates us today, children now join our School community from across Wolverhampton, Staffordshire, Shropshire and the wider West Midlands region. We partner with a range of local and national organisations to deliver a rigorous education both within the classroom and outside the School. These associations include the prestigious Merchant Taylors' Company where our founder was twice elected Master.

Over 500 years later, Jenyns' school is now an award-winning, successful co-educational independent school with a national reputation and an alumni community that spans over 30 countries.

Our Compton Road campus, located to the west of Wolverhampton spans over 25 acres, with stunning architecture offering a reminder of our School's rich history. The large school hall, affectionately known as "Big School" by our staff and students is a well known local landmark and reminder of our long, successful heritage.

National award winning and judged "Excellent" in all areas by the Independent Schools Inspectorate, as the leading independent school in the city we enjoy an outstanding reputation and put the wellbeing of our staff and students at the heart of everything we do.



# 77%

Grade 9-6 (A\*-B equivalent) awarded at GCSE



Outstanding Educational Partnerships

# 70%

A\* to B grades awarded at A Level



Talk Education Awards Finalist



A school community that inspires openness, trust and mutual respect

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For more information about the School and to download the job description and application form, visit [www.wgs.org.uk](http://www.wgs.org.uk) or contact Carrie Clines telephone: 01902 421326 or email: [recruitment@wgs-sch.net](mailto:recruitment@wgs-sch.net)

# JOB DESCRIPTION: ALUMNI ENGAGEMENT OFFICER

**Contract/Hours of Work:**

22.5 hours per week, all year round (work pattern to be agreed)

**Pay:**

Competitive dependent on experience and skillset.

**Line Manager:**

Development & Fundraising Manager

**Overview of the Development Office**

The Development Office supports the School in its mission to advance the education of young people and create a lasting sense of community, through the following principal aims:

- To act as the primary link between the School and its former students (Old Wulfrunians), former parents and former staff, maintaining and developing long-term relationships
- To widely articulate and promote the ethos of Wolverhampton Grammar School and generate awareness of the School's short, medium and long term aspirations
- To create a culture of giving through the development of a sustainable engagement and fundraising programme, securing a robust and continuous body of support for the School, in a wide variety of ways both financial and in-kind
- To ensure donors (financial and in-kind) feel good about their giving, think about giving again (and/or regularly) and encourage others to do the same

**Summary of the role**

The Alumni Engagement Officer is responsible for fostering engagement and developing strong and lasting relationships with all our key stakeholder communities, and specifically Old Wulfrunians (OWs), through:

- The provision of high-quality communications, across a variety of digital and non-digital channels (e.g. website, alumni community platform, social media and Wulfrunian magazine)
- Expanding and running a relevant, dynamic and varied programme of events, on and off-site, locally and further afield

This is a hands-on role, requiring a variety of skills. An excellent communicator (both verbal and written), you will be able to develop successful relationships and deliver quality events as well as utilise and maintain databases/CRM systems with a high level of accuracy, consistency and integrity. You will have demonstrable organisational skills, possess initiative, be innovative and outgoing and enjoy working in a team and communicating with a wide range of stakeholders and external partners. The nature of this role requires a flexible attitude to work.

**Communications**

- In conjunction with the Development & Fundraising Manager develop a programme of engagement to build long-lasting relationships and encourage active membership of our WGS community.
- Act as the first point of contact for OWs, responding appropriately, efficiently and in a warm and friendly manner to all enquiries and requests for help.
- Design and organise initiatives to increase the number of up-to-date contacts held on the database.
- Plan, develop and implement relevant and timely communications with OWs but also with donors, prospects, supporters and friends (e-newsletters, social media, alumni community platform, mailings).
- Actively encourage OWs to visit the School, conducting tours whenever possible.
- Maintain an up-to-date photographic library of events and activities for promotional/media use.
- Manage content within the School's website pages, generating and uploading regular news items to ensure that they remain relevant and interesting and to increase traffic.
- Actively encourage OWs to volunteer their services by way of talks, lectures and work experience for current students.
- Liaising closely with the Development & Fundraising Manager, maximise use of the alumni community platform to: encourage OWs to log in and interact online; post items of news, photos, event invitations; facilitate networking groups (professional and social) and career mentoring; promote and support year group reunions.
- Develop and maintain active and vibrant alumni groups on all relevant social networks and platforms.

## **JOB DESCRIPTION: ALUMNI ENGAGEMENT OFFICER**

- In conjunction with the Development & Fundraising Manager, plan, collate, write and produce the annual Wulfrunian magazine and distribute to OWs in both hardcopy and electronic format, according to individual preference.
- Assist the Development & Fundraising Manager in cultivating close working relationships with the Old Wulfrunians Association, Old Wulfrunians in the USA and the Friends of Wolverhampton Grammar School.
- Ensure all data processing complies with GDPR.

### **Event Management/Co-ordination**

- Create, plan, organise and deliver a relevant and interesting programme of events, reunions and activities both on and off site mainly for OWs but also for donors, prospects, supporters and friends as required. This will include existing annual events such as the OWA Dinner, London Reunion, OW Sports Festival, 1512 Society lunch, key milestone events in the School's history, as well as assisting OWs keen to organise their own reunion.
- Maximise alumni involvement in the School's annual Careers Programme. Identify and approach potential speakers and liaise with both the Head of Careers and Head of Sixth Form to support WGS careers events.
- Research and liaise with venues, make site visits and prepare any necessary information to enable decisions to be made regarding the planning of off-site events.
- Pull together appropriate guest lists and produce invitations, liaising with the Marketing team regarding branding/design.
- Co-ordinate requirements for all off-site events including catering, accommodation (if required), insurance, health and safety, access etc.
- Co-ordinate on-site events with all relevant departments to ensure each event is to a high standard and professionally run.
- Prepare materials for events including information packs, name tags, table plans, registration lists, archive displays with the Development Team's Archivist etc.
- Manage each event on the day.
- Monitor and evaluate each event in conjunction with the Development & Fundraising Manager to ensure continuous improvement.
- Maximise the facility of the website and online community platform for promoting events, streamlining the event registration process as far as possible by developing online registration facilities and encouraging attendees to book (and pay when appropriate) online as far as possible.

### **Database Usage and Management**

- Enter, maintain and update accurate records of all communication/relevant information regarding OWs, donors, prospect donors, current parents and other individuals as required, including detailed notes of all actions taken and information collected, to ensure effective tracking of relationships and activities.
- Working closely with the Development & Fundraising Manager, process donations, bequests and pledges, including Gift Aid claims, and liaise with the Finance Department as appropriate.
- Ensure all donations are recorded accurately, in a timely fashion and donors are thanked promptly/appropriately.
- Ensure the quality and integrity of the database through a meticulous and consistent approach to all collection, input and retrieval of data, optimising its use for data extraction, reporting and analysis purposes.
- Identify and extract information for both fundraising and engagement activities, including selection of prospects and potential invitees to events and preparation of mailings.
- Generate reports as required and through the development of bespoke reports.
- Oversee the inputting of all data from OWs who register for events and/or update their personal details, ensuring accurate recording on the database.
- Develop a Best Practice guide to ensure that the recording of information on the database is completed in a consistent and highly accurate manner and so that the accuracy and integrity of the database is both maximised and maintained.
- Remain abreast of database developments and advise the team accordingly.
- Ensure all data processing complies with GDPR.

### **Administrative Support and Other Duties**

- Support the Development & Fundraising Manager with other Development related activities as required.
- Make the Development & Fundraising Manager aware of any potential donors as they emerge.
- Attend meetings as and when required/appropriate.
- Order and maintain stock of promotional merchandise and materials as necessary.

# **JOB DESCRIPTION: ALUMNI ENGAGEMENT OFFICER**

## **General Duties**

- Promote and safeguard the welfare of children and young persons for whom you may be responsible and with whom you come into contact.
- Participate in the School's staff appraisal system as appropriate.
- Present the best possible image of the School in all contact and communications with alumni, the general public, visitors, parents, students, customers, suppliers and all other external organisations.
- Undertake training and staff development as needed and as determined by the Head, Finance Director, Development & Fundraising Manager or members of the Senior Management Team.
- Undertake such other duties, commensurate with the post, which the Head, Finance Director, Development & Fundraising Manager or members of the Senior Management Team may reasonably and occasionally require, including working evenings and covering for absent colleagues.

## **School Policies and Procedures:**

To adhere to all school policies and procedures.



# PERSON SPECIFICATION: ALUMNI ENGAGEMENT OFFICER

Person Specification			
The School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.			
	<b>Essential</b> These are qualities without which the Applicant could not be appointed.	<b>Desirable</b> These are extra qualities which can be used to choose between applicants who meet all of the essential criteria.	<b>Method of assessment</b>
<b>Qualifications</b>	<i>The professional, technical or academic qualifications that the Applicant must have to undertake the role or the training that they must have received</i> Good general level of education to A Level standard or equivalent Evidence of exceptional written and spoken communication skills	<i>The professional, technical or academic qualifications that the Applicant would ideally have to undertake the role or the training that they should ideally have received</i>  Relevant qualification in the field of communications, event management, charity administration or similar	Production of the Applicant's certificates Discussion at interview Independent verification of qualifications
<b>Experience</b>	<i>The categories of work or organisations, types of achievements and activities that would be likely to predict success in the role/careers</i>	<i>The categories of work or organisations, types of achievements and activities that would be likely to contribute to success in the role</i>  Experience in an education/charity environment  Experience in a hands-on communications/event management/customer services/relationship-building role  Experience of using social media in a professional context  Experience of building strategic working relationships  Experience of writing/collating a variety of on and off-line material e.g. web pages, newsletters, magazines  Working in a professional office environment and with confidential data  Active use of databases and/or Customer Relationship Management (CRM) systems	Contents of the application form  Interview  Professional references

## PERSON SPECIFICATION: ALUMNI ENGAGEMENT OFFICER

<b>Skills</b>	<p><i>The knowledge required by the Applicant to perform effectively in the role</i></p> <p>Articulate, confident and able to represent the School in a professional and friendly manner</p> <p>Outstanding communication skills, both verbal and written, including face to face and telephone, via social media, production of hardcopy and electronic materials</p> <p>Strong people skills with clear ability to develop relationships with key stakeholders and at all levels</p> <p>Collaborative with the ability and desire to work well as part of a team</p> <p>Possess both a creative and an innovative approach</p> <p>Outstanding attention to detail and accuracy</p>	<p><i>The knowledge that would enable the Applicant to perform effectively in the role</i></p> <p>Proven ability to manage multiple priorities in a busy work environment, often to tight deadlines</p> <p>Able to work calmly under pressure, use initiative and project manage as necessary</p> <p>Ability to plan, organise, prioritise and escalate work schedules effectively</p> <p>Excellent IT and database skills</p> <p>Excellent time-management and organisational skills</p>	<p>Contents of the application form</p> <p>Interview</p> <p>Professional references</p>
<b>Knowledge</b>	<p><i>The personal qualities that the Applicant requires to perform effectively in the role and to ensure that the Applicant safeguards and promotes the welfare of children and young people</i></p> <p>Confident user of Microsoft packages including Office, Outlook and other common applications</p>	<p><i>The personal qualities that would assist the Applicant to perform effectively in the role</i></p> <p>Detailed knowledge of GDPR</p>	<p>Contents of the application form</p> <p>Interview</p> <p>Professional references</p>