



# DRAGON SCHOOL Oxford



## DIRECTOR OF DEVELOPMENT AND EXTERNAL RELATIONS

### APPLICATION INFORMATION – JANUARY 2018

The Dragon School is one of the UK's leading independent schools and is embarking on an exciting new period of development under a new Headmaster. The Dragon School is seeking to appoint a high calibre, major gift fundraiser, to be at the core of the Dragon School's development for this new chapter in its history.

#### THE ROLE AND PROFILE

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As Director of Development and External Relations, your primary responsibility will be setting the strategy and delivering fundraising to meet the School's significant capital project requirements, and supporting its highly successful bursaries campaign. The Dragon has submitted a planning application for a new music school and when approved, this will be your immediate priority as it will be funded principally through donations. You will be responsible for driving this campaign and will have lead responsibility for 'making the ask' of potential donors.

However, your role will be more varied than this and you will also be responsible, on behalf of the Headmaster, for providing oversight and bringing cohesion to the School's external relations efforts. Your team will comprise:

- Development Database Officer
- Marketing Manager
- Publications and Advertising Officer (direct report to Marketing Manager)
- Alumni Officer (p/t)
- External Communications and Website Officer
- Archivist

To succeed as our Director of Development and External Relations, you will require initiative, intelligence and drive. You will require a strategic outlook but should also be comfortable engaging operationally to ensure the School's fundraising targets are met. Maintaining a strong base of alumni and ensuring the broader Dragon community remain engaged and enthused with the School's ambitions will be a major part of your team's wider responsibility; exceptional communication skills are required.

This is a significant leadership role in the School and as such you will be a member of the School's Senior Leadership Team. You will also be expected to engage closely with Governors.

*"This is an outstanding opportunity for a high-calibre fundraiser to make a real difference in enabling the vision for the Dragon School to be realised. You will not find a more vibrant and exciting school in the country, with a correspondingly committed group of alumni and parents.*

*There are, therefore, endless possibilities to what you might be able to achieve personally, and for the School. The Governors recognise fully the importance of this appointment and very much look forward to working with you."*

*Professor R W Ainsworth,  
Chairman of Governors*



**Proposed design for the new music school**

## DUTIES AND RESPONSIBILITIES:

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These will be wide-ranging but will include:

- Develop and implement an effective fundraising strategy, working closely with the Headmaster, Bursar and Governors
- Manage a 'live' and ongoing process of researching and identifying potential donors, in the UK and overseas, as the lifeblood of the School's major gift fundraising drive.
- Undertake a programme of major gift fundraising, in the UK and overseas, with potentially significant donors: making and establishing contact; building and cultivating key relationships; 'making the ask'; stewarding those important relationships thereafter.
- Generate additional incomes through fundraising appeals targeted across the wider Dragon School community, whether in support of specific projects and initiatives or the general mission to raise funding for bursaries.
- Identify opportunities to work with potential philanthropic partners, including corporations, foundations and grant-making bodies, and other charities
- Develop, launch and sustain an effective and targeted legacy giving campaign.
- Communicate and thus sustain interest in the progress of fundraising activities by providing reports to individual donors, groups of donors with shared interests, and the wider community.
- Provide leadership and management of the Development and External Relations Department
- Provide coherence across all areas of external relations, including: advertising, social media, publications; event management; managing alumni.
- Lead on the implementation of all General Data Protection Regulations (GDPR) requirements relating to your Department.
- Manage the Department budget in liaison with the Bursar.
- Carry out any other duties as may reasonably be requested by the Headmaster or Bursar.

## PERSON SPECIFICATION

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- **Education:** educated to a Degree Level or equivalent
- **A strong level of knowledge and understanding in:** fundraising strategies and principles; applicable governance, finance and law; GDPR; use of ICT and Fundraising Databases.



- **Proven experience in:** directing and delivering major fundraising campaigns and in securing six and seven-figure gifts; forging sustainable professional relationships; managing budgets; leading and managing a team.
- **Highly developed skills in:** all aspects of communication, including influence and representation; managing high value relationships effectively; thinking creatively and working collaboratively; analysis and decision making.
- **Personal qualities:** ability to work independently and as part of a team; empathy; openness; commitment to continuous professional development; commitment to the Dragon School's policy of equal opportunity.

Other requirements: Attendance at evening and weekend commitments, in particular fundraising and engagement events outside normal office hours, will be required. Some international travel maybe required



## THE SCHOOL

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The Dragon School was founded in 1877 to educate the sons of dons. From these modest beginnings the School has grown to be an internationally renowned independent day and boarding preparatory school for over 600 boys and girls aged 8 to 13. In September 1995 the Dragon School (which has charitable status) opened a Pre-Prep School for a further 200 children aged 4 to 7. This new chapter in the School's history will coincide with the School's 150<sup>th</sup> Anniversary in 2027.

The Dragon School is regarded as one of the UK's leading independent schools. It has achieved the highest recognition by the Independent Schools Inspectorate and when last inspected in November 2014 was found to be 'Excellent' in all areas of

teaching and pastoral care and 'Exceptional' with regard to the 'the quality of pupil's achievements and learning'.

The Dragon is a school where the extraordinary is regarded as ordinary. It believes in teaching children 'how to learn' rather than 'what to learn' and has a relaxed and informal ethos which permeates across all areas of the School. This approach, and the School's outstanding track record of success, sets the Dragon apart. Its success can be measured in a number of ways: its innovative approach to learning; the number of scholarships awarded to leading senior schools; a highly successful bursary campaign that provides funding for a number of pupils every year that otherwise could not afford to attend; and of course its most impressive list of eminent alumni across a range of sectors. The School also has a market-leading social impact programme which extends across all areas of the curriculum, introducing pupils to a wide range of initiatives, including philanthropy.

For more information, please see our website – [www.dragonschool.org](http://www.dragonschool.org)



## TERMS AND CONDITIONS

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- Salary: c. £75k depending on experience.
- Hours: nominally 37.5 hrs per week, although you will be expected to attend events outside normal hours and on some weekends.
- 30 days annual leave plus bank holidays.
- Employer offers a minimum of 3% up to a maximum of 12% contribution to the School's pension scheme.
- Life Insurance 3x gross salary.
- Access to swimming pool during school terms.

- Meals provided during working hours in school term time.
- Access to cycle to work and child care vouchers.
- 24 hour health support line.

## **THE RECRUITMENT PROCESS**

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- Closing date: 31 January 2018 (midnight).
- A cover letter and CV will be accepted at the first stage through our online portal, however shortlisted candidates will be required to complete a full application form due to the requirements set by safer recruitment protocols.
- Apply via: <http://www.latestvacancies.com/dragon-school/>
- Initial long list telephone conversation with the HR Manager – w/c 5th February 2018.
- Short listed formal interviews with five minutes presentation on a topic to be given one day in advance along with a tour of the School and meeting the team – w/c 19 Feb.
- Interview panel: Headmaster, Bursar, Governor and an independent fundraising specialist.

## **SAFEGUARDING AND CHILD PROTECTION:**

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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.

Applicants will be required to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.