

## Job Description and Specification

### Development and Alumni Relations Manager – RGS Worcester

**Responsible to:** Foundation Director

**Responsible for:** N/A

**Salary:** Competitive

**Hours:** 37.5 hours per week

**Location:** RGS Worcester, Upper Tything, Worcester, WR1 1HP

**Member of:** Foundation Team, ARM (Admissions, Registry and Marketing) and Education and Business Development Team.

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#### General Purpose

Reporting to the Foundation Director, a member of the Foundation and ARM team: develop and implement key fundraising initiatives and act as the focal point for Alumni Relations. Organise events and create communications that support fundraising objectives and manage alumni relations. Build relationships with supporters, steward donors, prepare relevant financial and data reports to senior management. Support with the day to day running of the Foundation Team.

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#### Key Tasks and Responsibilities

##### Fundraising

- Develop and implement a plan successfully in order to significantly increase sustainable regular giving.
- Use segmentation to solicit gifts from prospective alumni and parent donors in order to achieve significant uplift in regular giving income (both number of donors and value of gifts).
- Lead specific fundraising opportunities/events/activities e.g. Upper Sixth Leaver Deposit donations and a Giving Day.
- Create and manage a Legacy Society to develop the legacy gift pipeline.
- Develop innovative and persuasive fundraising proposals that are aligned to and promote the 'Case for Support'.
- Contribute to the 'Case for Support' documentation reviews.
- Report progress of regular giving programme and legacy pledges to Foundation Director, DFO, Chair of the Strategy Group and Foundation Chair.

- Prepare financial reports tracking KPIs at agreed intervals for Foundation Trustees, RGS Governors and the SLT. Present reports at Foundation Board meetings.
- Identify donors within the regular giving programme and the Legacy Society who have the potential to become significant donors. Work with the Foundation Director to 'move' these prospects onto a 'major gift' pathway.
- In conjunction with the Foundation Director maintain the database 'moves management' system.
- Prepare regular Gift Aid submissions for submission to HMRC.

#### Donor Stewardship

- Ensure all regular, one-off and assigned donors are appropriately thanked, acknowledged and cultivated at all points of contact, ensuring a high level of donor stewardship, including devising and organising tailored stewardship events where appropriate.
- Produce donor/gift agreements, tax receipts and individual progress reports for donors as required.
- Ensure the future engagement of donors through regular liaison with them: take a creative approach towards sourcing information that will appeal to supporters recognising the different heritages of RGSW alumni community, make connections between donors and their individual interests, increase affinity and engagement.
- Keep meticulous donor records on the Foundation Office database to support future engagement and fundraising.

#### Communications

- To take the lead on fundraising material and publications including the Annual Giving Report and termly alumni news updates.
- Contribute alumni news for the website, school publications, social media channels and Foundation Office publications.
- Assist the Foundation Director with internal communications to stakeholders in the School and Foundation to raise awareness of the Foundation's role and brand.
- Plan the content for alumni Social Media channels and website to celebrate achievements of former pupils and to inform users of news from the School.
- Use video messaging to deliver fundraising messages and bursary recipient testimonials.

#### Events

- Manage all aspects of the alumni engagement events programme and fundraising events programme including hire of venues, guest speakers, 'prop' provision and entertainment working in conjunction with the Commercial Manager and Facilities Co-ordinator.
- Ensure Risk Assessments are conducted, that Health and Safety considerations are managed for guests and staff and that Licence conditions are adhered to when hosting events on School sites in conjunction with the Health and Safety Officer.
- Prepare profile information relating to attendees for all Heads of RGSW (4), Governors and Trustees ahead of donor engagement events.

#### Alumni Relations

- Act as the focal point for all Alumni Relations matters.
- Be the point of contact for the AOOE Committee with the Foundation Office.

- Identify and share regular alumni achievements such as testimonials for the School's ARM team to reinforce the value of an RGS education. Use video, print and social media. Work with the Foundation Director where to feature, where appropriate, bursary recipients.
- Lead the development of the website business directory for alumni and parents.
- Liaise with the RGS Careers Department to share leads of alumni who may wish to offer work experience / mentoring to pupils.
- Co-ordinate Dodderhill alumnae integration into the Foundation Office activities and engagement.

#### Archives

- Manage the Archives Room, the receipt of items, their cataloging and the thanking of donors.
- Manage the submissions / comments to the online digital archive.

#### Other

- Cover for the Foundation Director and Foundation Office Administrator when they are not available.
- Represent the School and the Foundation as required.

### **Working Conditions**

**Hours:** 37.5 hours per week, hours to be worked flexibly across the week. Some evenings and weekends will be required. There may be need to be travel and occasional overnight stays for some events e.g. London receptions.

**Holidays:** 25 days a year, plus bank holidays and 3 discretionary days at Christmas.

#### **Remuneration:**

Competitive. Pay will be made in arrears on a monthly basis direct to the bank on the last working day of the month.

#### **Clothing & Equipment:**

The school will provide any Personal Protective Equipment (PPE) required for the job along with any work-related equipment and associated training.

#### **Medical:**

All employees of RGS Worcester are required to complete a medical questionnaire and declaration on commencing employment with the school. The school reserves the right to carry out further investigation into your medical condition depending upon the answers provided.

#### **DBS Screening:**

Employees of RGS Worcester need to undergo enhanced DBS. The outcome of this screening may have an effect on the employment of that person.

#### **Safeguarding Children:**

The post holder will be required to undertake Safeguarding Children training.

**References:** Continued employment is subject to the receipt of two satisfactory references, one of which must be the present or most recent employer. Ideally References should be obtained before interview in accordance with safer recruiting procedures.

### **Employment history:**

In accordance with safer recruitment there is a requirement to provide a continuous employment or occupation history since leaving full time education.

### **Probation:**

Continued employment is subject to the successful completion of the probationary period of 6 months as specified in the contract.

### **Job Specification**

<b>Competencies</b> <i>These are the skills and abilities required to successfully perform the key tasks.</i>	<b>Essential</b>	<b>Desirable</b>
Strong Communicator	X	
Strong Organisational Skills	X	
Self-reliant and Motivated	X	
Able to build positive and effective long-term professional relationships	X	
Solutions focused and willing to embrace new technologies	X	
Able to adapt to new ways of working to maximise opportunities	X	
Able to work collaboratively as part of a team	X	
Able to create documentation/collateral for fundraising	X	
<b>Knowledge and Experience</b>	<b>Essential</b>	<b>Desirable</b>
Experience of working in a fundraising role	X	
Experience of donor stewardship	X	
Experience of creating fundraising documentation/collateral	X	
Knowledge of current fundraising regulations	X	
Experience of conducting prospect research	X	
Experience of receiving overseas donations		X
Experience of Alumni Relations work		X
Experience of organising and hosting events	X	
Computer Literate	X	
Experience of using a ToucanTech database and website		X
Previous experience of using InDesign Software		X
Has used social media platforms in a work capacity	X	
Experience of working within a School/ College		X
Knowledge of the independent School sector		X
A working knowledge of GDPR and Data Security	X	

Education	Essential	Desirable
Relevant fundraising qualifications from Institute of Fundraising or IDPE		X
Maths and English GCSE Grade C or above	X	
A Level or above qualification		X

*The post holder should be aware that the above job description and specification is not exhaustive. The post holder should be willing to partake in all activities that positively contribute to the life of the school. Any changes to the above description will be done in a timely manner and in consultation with the post holder.*