



Mayfield



Director of Development

Candidate Information



Welcome

Dear Candidate

I am delighted that you are considering applying for the Director of Development role at our happy, vibrant and caring school. This is a new role for the School and one which demonstrates our unwavering commitment to building on the legacy of our founder's vision for girls' education and developing this to meet the modern age.

It has been two years now since I joined Mayfield School, and I have found it to be a community like no other. The spirit of joy is palpable, and it is a privilege to lead such a happy and supportive team of staff. Our students are wonderful, kind, enthusiastic, outward-thinking and inspiring to be around. We enjoy great parental and alumnae support, which I know will be instrumental in helping us achieve our bold plans for the future. As I approach my second anniversary at this very special school, it feels like the ideal moment to build on our existing success and to focus on the future.

We are looking for a Director of Development with an established track record of fundraising. Working closely with me, the School's Senior Leadership Team, and its Governing Body, this individual will support the School to raise funds to support its ambitious School Development Plan for the future. Mayfield is a wonderful blend of historic, architectural treasures alongside modern purpose-built buildings, and we intend to further enhance our beautiful surroundings to allow our students to achieve their full potential, whether that be academically, in sporting endeavours or in the creative arts. In addition to enhancing our site, we want to develop a sustainable

bursary and scholarship programme which will allow us to offer a Mayfield education that might otherwise have been out of reach. The creation of a bursary endowment fund would allow us to offer truly transformational opportunities to girls by providing an education which is underpinned by our founder Cornelia Connelly's pioneering spirit. We make no apologies for the fact that our plan is ambitious, and it will take an exceptional individual to lead and support us to realise our goals.

An exceptional career at Mayfield awaits the right person who will immerse themselves in the life of the School. In addition to your focused role within Development, you will also join the School's Senior Leadership Team, creating an opportunity for you to contribute to the direction and overall success of the School. You can be assured of my full support and the high value I will place on the role.

Mayfield is a special place to work. Staff of all faiths and none comment on the joyful and inclusive nature of our Catholic Community, and our values of respect, compassion, courage and integrity shine through in all we do. A place where your wellbeing will be genuinely considered, your professional journey and ambitions supported and invested in, and where you will encounter a staff body who all work with determination to provide the very best learning experience possible.

It is an exciting time to join Mayfield as we continue our journey to be the leading girls' boarding school in the country, and I hope that you will consider being part of that future.

Deborah Bligh
Headmistress



About Mayfield

Mayfield is a vibrant, happy and successful independent Catholic boarding and day school for girls aged 11 to 18. Founded in 1872 by the Venerable Cornelia Connelly and the Society of the Holy Child Jesus (SHCJ), the School is set within 75 acres of beautiful Sussex countryside, conveniently located just outside Royal Tunbridge Wells, within an hour of central London by train and with easy access to Gatwick and Heathrow airports. There is also easy access to the picturesque South Downs and Sussex coastline.

Inspired by its founding principles, which remain at its core today, one of the School's greatest strengths is its proven ability to unlock and develop the unique potential and talent of each girl in an inspiring learning environment. A Mayfield education combines academic excellence, breadth of opportunity and exceptional pastoral care. There are currently 360 pupils in the School, of whom 40% are boarders.

Boarding has always been an integral part of Mayfield life and, over recent years, has become an increasingly important part of the life of the School. We have four boarding houses: Leeds for our Junior girls in Years 7 and 8, St Gabriel's and St Michael's for our Middle School girls in Years 9 to 11, and St Dunstan's, the Sixth Form house.

Mayfield is a warm and welcoming school community. We have an international community, with 20% of our

girls from overseas representing almost 30 different nationalities, and girls on a variety of bursaries and scholarships. We welcome staff from an equally diverse range of backgrounds. Small class sizes with girls who are keen to learn enable a level of trust and partnership between students and staff to emerge. Currently, we have 220 teaching and support staff, of whom approximately 40 live on site with their families.

The School enjoys excellent facilities, including an award-winning Sixth Form Centre, a specialist Science Centre, internationally renowned creative arts teaching and learning facilities, an indoor swimming pool, a Technology Suite and a first-class Equestrian Centre on campus.

School Ethos

The vision of Mayfield's founder, Cornelia Connelly, to educate young women to respond to the needs of the age remains central to the School's educational philosophy today. Our Catholic faith remains fundamental to the life of the School and provides a moral and joyful spiritual framework for daily life, encouraging integrity, generosity, compassion and courage within an inclusive community which welcomes all. The School's motto, 'Actions Not Words', is embodied in our voluntary service programme, which promotes a spirit of personal and social responsibility.



Mayfield's Aims and Objectives

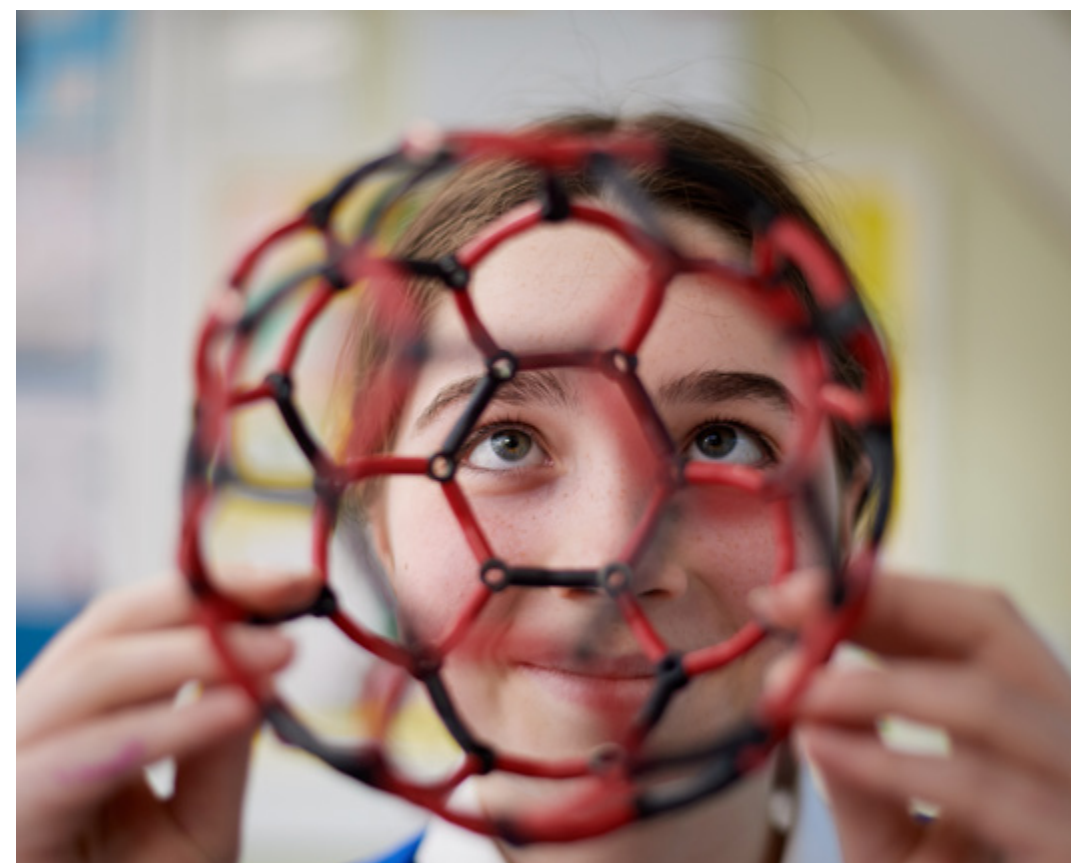
The School aims to achieve its vision by:

- Offering a wide range of opportunities to encourage equally the spiritual, intellectual, creative, physical and emotional development of each pupil.
- Creating a distinctive environment in which the experience of living together enhances the lives of all pupils and staff.
- Providing a stimulating and creative curriculum that fosters academic excellence.
- Enabling each member of the school community, resident or non-resident, actively to support and contribute to the shared values of the School.
- Encouraging in each pupil a sense of achievement and the confidence to make a difference in a demanding and constantly changing world.
- Fostering a vibrant community for those of Catholic and other faith traditions.

At Mayfield, every girl is accepted for who she is, and we instil in her the confidence to find her strengths and build on them. All girls study RS through the School to GCSE and General RE in the Sixth Form. Whilst Maths and Science are amongst our most popular and successful subjects at A Level, we have a first-class reputation for creativity and excel in the creative and performing arts. Girls are encouraged to continue to combine Arts, Science and Humanities up to and including their A Level studies.

Academic study is complemented with a rich and diverse variety of activities beyond the classroom. With everything from dance or debating to philosophy, drama and music, with a full programme of sporting opportunities, including cricket, fencing and top-class equestrian facilities on campus, girls are challenged and supported to realise their full potential, thereby endowing them with a lifelong love of learning and the opportunity to grow as individuals.

Mayfield girls progress to prestigious universities, including Oxford and Cambridge, and increasingly to the US and Europe to study a wide range of subjects. Just as important as academic success, girls leave Mayfield with enduring friendships, open minds, strength of character and the lifelong support of a global community. The values, skills, aspirations and resilience we nurture in the girls prepare them to respond to the opportunities and challenges of the 21st century and to make a positive difference in the world.



Catholic Life of the School

We want to encourage students to put their faith into action, and our 'Actions Not Words' programme encourages them to reach out into the wider community, at home and abroad, to share their talents and make a positive difference. Girls regularly go on pilgrimages to Lourdes, and in recent years, Senior girls have been to Thailand and Cambodia in the Actions Not Words overseas programme. Charity fundraising is obviously a key element of school life, and our annual Live Crib, run over four days by the Prefect team, not only regularly raises significant amounts but, more importantly, provides a high point for the village and a timely reflection of the true meaning of Christmas.



Development at Mayfield

The Director of Development is a new role to the School, but the investment in this position demonstrates Mayfield's commitment to the future and builds on the legacy of our founder, Cornelia Connelly, by establishing the philanthropic ambitions of the School.

Prior to the creation of this role, the School worked closely with Gifted Philanthropy to review its Development Strategy and to establish how best to embed fundraising into the School's existing structure. The report recommended that a programme of development be established across three key areas:

- An annual fund, which seeks to raise money to fund two or three specific, immediate and tangible projects through event fundraising and the development of regular philanthropic giving. This fund will also support local charities chosen by the students.

- A capital fund, which would raise money to allow the School to carry out major capital projects that would elevate key spaces to inspire students to seek fulfilment both inside and outside of the classroom.
- The Cornelia Endowment Fund, primarily focused on creating a sustainable bursary and scholarship programme allowing girls to receive a Mayfield education which may not otherwise be possible.

The recruitment of a Director of Development is the vital next step in the implementation of this strategy and is pivotal to its success.

The Director of Development will work with and advise colleagues across the Senior Leadership Team, Common Room and Governing Body on the implementation of this strategy and identifying key areas where philanthropy could support the long-term development of the School.

With our Headmistress, who is already engaging with donors and prospects and a supportive and well-networked Governing Body, Mayfield offers the successful candidate a tremendous opportunity to shape and implement a strategy which expands opportunities for girls, the benefits of which will last a lifetime.



The Role

This role will take the lead in creating and delivering the School's future fundraising and alumnae relations strategies. As the Headmistress, Deborah Bligh, enters her second full year in post, she is keen to develop a partnership with the Director of Development, who will bring with them a successful track record of fundraising.

Reporting to the Headmistress, the Director of Development, who will be a member of the School's Senior Leadership Team, will lead on the planning and launch of the Development Strategy. They will be responsible for delivering future fundraising and stakeholder relations programmes, ensuring that these align with the goals and values of the School and build upon the structures and relationships already in place. The Director of Development will lead the Development & Alumnae Office, line manage the Old Cornelians (OC) Liaison and continue to build strong and positive relationships with the School's wider community to improve engagement and philanthropic income, both in the UK and internationally.

School leadership and the Governing Body recognise that time and resources are crucial to a successful and sustainable fundraising programme; they will work with the new Director to establish a timeline and to review the resourcing needs of the Development & Alumnae Office as the strategy progresses.

This role will be directly responsible for:

- Leadership and management of all fundraising and alumnae relations activities.
- Generating new philanthropic income for the School.
- Building a long-term culture of giving – both financial and non-financial – at Mayfield.
- Creating and delivering a strategic fundraising and engagement plan.

This important role will most likely be suited to a strategic and experienced development professional with a track record in major gifts fundraising and stakeholder relations gained inside or outside the education sector. As a member of the School's Senior Leadership Team, the Director of Development will also contribute, as appropriate, to the School's overall Strategic Plan.



Key Responsibilities

STRATEGY DEVELOPMENT AND IMPLEMENTATION

- Work collaboratively with the Headmistress to develop and implement an ambitious and aspirational Fundraising Strategy for the School, including major gifts, regular giving, legacies, trusts and foundations, based upon qualitative research and quantitative database intelligence.
- Have a particular focus on planning a major fundraising appeal for the capital projects programme.
- Ensure close and highly effective relationships with the Headmistress, the Senior Leadership Team and Governors.
- Shape a compelling Case for Support tailored to engage different stakeholder groups and which resonates with potential donors and the broader school community.
- Establish robust processes and systems for moves management through donor identification, research, engagement, cultivation, solicitation and stewardship.
- Create and develop effective data collection and management processes to support the strategic aims of the Department.

FUNDRAISING

- Leadership and management of all Mayfield's fundraising activity in support of the School's strategic priorities.

- Key relationship manager for a portfolio of leading principal and major gift prospects and donors – identifying, cultivating and soliciting gifts at this level and ensuring high-quality stewardship is delivered to sustain and develop relationships.
- Be responsible for all fundraising communications, both printed and digital.
- Provide regular progress reports to the Headmistress and Governors to keep them updated about projected gift income and donor pipeline progress, effectively engaging them in the fundraising process as appropriate.

ALUMNAE AND STAKEHOLDER RELATIONS

- Cultivate excellent relationships with Old Cornelians (OCs), parents, former parents and other stakeholders to ensure they remain connected to Mayfield and engage with the School's fundraising initiatives and other strategic activities.
- Develop and maintain trusted and mutually beneficial relationships with and between key groups, including the Old Cornelians Association, the Parents' groups and the School.
- Refine a programme of events, communications and online content which deepens relationships with all members of the school community.
- Liaise with the Headmistress, Senior Leadership Team and Governors on the Alumnae Relations Strategy.
- Nurture and build relationships with key members of the community to aid in generating donations and volunteering commitments.
- Engage and inform the School's staff to enhance their understanding of philanthropy and engagement, how it can support their work and how they can partner with the Development & Alumnae Office.

- Ensure the school website is updated, accurate and user-friendly in relation to the work of the Development & Alumnae Office.

LEADERSHIP AND ALUMNAE MANAGEMENT

- Line manage and provide energising and effective leadership to the Development & Alumnae team and communicate its aims, purposes and outcomes to the School, alumnae and the wider community.
- Direct and oversee the Development & Alumnae Office, its systems and its processes to drive the achievement of engagement and fundraising goals.
- Set clear objectives and KPIs for the Development & Alumnae team.
- Provide appropriate support and training to team members and volunteers.
- Work closely with and advise the Old Cornelians Association and the Parents' groups on best practice for serving their members, optimising relationships with the School and working with each other.
- Work closely and collaboratively with the Director of Marketing & Admissions to ensure alumnae and other stakeholder activities are aligned with the School Development Plan and the Fundraising Strategy and support the Mayfield brand.
- Work with the Bursary to ensure Gift Aid obligations are met, funds are spent transparently and accurate donation records are available for the annual audit.

COMPLIANCE AND GENERAL

- Supply financial and administrative reports as required for the Senior Leadership Team and Governors, including income and expenditure reports.
- Oversee all other administrative duties of the Development & Alumnae Office as required, including ensuring the accuracy of the database (ToucanTech) and the timely acknowledgement of gifts and event attendance.
- Ensure compliance and that all activities undertaken by the Development & Alumnae Office are in line with relevant regulations (e.g. GDPR, PECR, Fundraising Regulator) and best practice as established by professional bodies such as the Institute of Fundraising, the Institute of Development Professionals in Education, and the Council for the Advancement and Support of Education.
- Commit to personal professional development and remain up to date with developments in fundraising, keeping abreast of philanthropic news, charity law, data regulations and other relevant legislation.

SAFEGUARDING AND WELFARE OF CHILDREN

All staff are responsible for the safeguarding of children in line with Mayfield School's Safeguarding and Child Protection Policy, which can be found [here](#).

Person Specification

KNOWLEDGE AND EXPERIENCE

- Educated to degree level or equivalent.
- Track record of successfully creating and managing a major fundraising campaign.
- Demonstrable experience of developing and leading a team through the execution of a strategic plan within an organisation.
- A comprehensive and proven understanding of the principles and practices of fundraising and alumnae relations gained from working in the education, charity or arts sectors.
- A successful track record of cultivating and maintaining successful relationships with funders, partners and donors and in securing six-figure gifts.
- Developing fundraising programmes from initial concept to action plan.
- Creating and communicating an articulate and persuasive Case for Support, tailoring this as necessary to a broad range of stakeholders.
- Creating and delivering effective and successful fundraising and stakeholder events and communications.

- Competent user of CRM (relational) databases.
- Budgeting, forecasting and the use of data, IT and research to support fundraising.
- Experience of managing small to medium-sized teams.
- A clear understanding of GDPR and the Fundraising Code of Practice.

SKILLS AND PERSONAL ATTRIBUTES

- Outstanding written and verbal communication skills, including the ability to be a passionate and compelling advocate for the values, aims and ethos of the School.
- Excellent strategic time management, organisational and planning skills.
- Accuracy and strong attention to detail.
- IT (MS Office) and social media literacy.
- An innovative and entrepreneurial spirit.
- Motivated to work to ambitious goals.
- Ability to work independently and be flexible to changing priorities and demands.
- The ideal candidate will have a warm, friendly and engaging manner and personality, with the ability to communicate effectively with a diverse range of stakeholders.
- Willingness to attend evening and weekend events, which may involve travel in the UK and overseas.
- Committed to the safeguarding of children and young people.
- Values and promotes diversity, equality and inclusion.



Terms of Appointment

The successful candidate will receive a highly competitive salary reflecting the seniority and significance of the role. The salary offered will depend on skills and experience.

This is a full-time position, working 52 weeks of the year. Candidates must be prepared to have some flexibility around working hours in light of the responsibilities of the role. Flexible or part-time working may be considered for the right candidate.

Mayfield School offers a wide range of benefits to employees, including:

- Annual leave entitlement of 30 days plus statutory bank holidays.
- A generous fee discount for staff children, subject to spaces and entry examinations.
- Contributory pension scheme.
- Life assurance cover.
- Salary exchange scheme.
- Free lunch and refreshments during term-time.

- Access to the School's Smart Health Scheme, which provides staff access to a GP service 24 hours a day, 365 days a year.
- Access to the School's swimming pool and fitness room.
- Contributions to eye tests and glasses/contact lenses.
- Free on-site parking.
- A beautiful working environment set within 75 acres of Sussex countryside.
- Support with relocation is available.

Mayfield School is an equal opportunities employer and is committed to equality of opportunity for all staff. Applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage/civil partnerships.

Mayfield School is committed to safeguarding and promoting the welfare of children and young people and expects all members of staff to share this commitment. Applicants must be willing to undergo safer recruitment screening appropriate to their role. This appointment will be subject to satisfactory pre-employment checks in accordance with the relevant statutory guidance, including an enhanced Disclosure and Barring Check, satisfactory references, proof of identity and eligibility to work in the UK, a review of their social presence, a satisfactory medical report and proof of qualifications (where appropriate).



Application Process

Interested candidates are invited to contact RSAcademics to arrange a confidential and informal discussion with:

Susannah Thompson:
susannahthompson@rsacademics.com

The deadline for receipt of applications is 10.00am on Wednesday 27 August 2025.

You should submit:

- A completed application form (available to download from www.rsacademics.com).
- A covering letter addressed to the Headmistress, Deborah Bligh. The letter should be a maximum of two pages and should explain your reasons for applying and outline your suitability for the role.

Applications should be made electronically to RSAcademics. To submit your application, please upload your documents according to the instructions on the [RSAcademics website](http://www.rsacademics.com). If you have any questions about uploading your application documents, please contact Jonathan Barnes, Head of Operations (Leadership Appointments), at applications@rsacademics.com. Jonathan can also be contacted by calling our Head Office on + 44 (0)204 6269 791.

The process is as follows:

- All applications will be acknowledged by email. If you have not received acknowledgement that your application has been received within two working days of sending it, please contact RSAcademics' Head Office by telephone.
- Preliminary interviews with RSAcademics will take place via Microsoft Teams in the week commencing Monday 1 September 2025.
- Longlist interviews will take place at the School in the week commencing Monday 15 September 2025.
- Shortlist interviews will be held at the School in the week commencing Monday 22 September 2025.

Founded in 2002 by Russell Speirs, RSAcademics has advised and supported over 700 schools and educational organisations in the UK and worldwide. Through our working partnerships with heads, leadership teams, boards, staff and parents, we specialise in supporting schools in five main areas: strategy, marketing and research; equality, diversity and inclusion; operational improvement; leadership and governance and philanthropy. We enable schools worldwide to thrive by finding and developing senior leaders, guiding decision makers, making connections and shaping debate. We are known for the calibre and spirit of our people. We exist entirely to serve schools because we believe that the world needs thriving schools. Please visit www.rsacademics.com for more information.

RSAcademics is committed to promoting diversity and inclusion in schools and to safeguarding and promoting the welfare of children and young people.



Because the world needs schools to **thrive**

