

Information for candidates



KING EDWARD'S SCHOOL
BIRMINGHAM



KING EDWARD VI
HIGH SCHOOL FOR GIRLS



Head of Development Services

King Edward's School

King Edward's School, Birmingham was founded by Royal Charter in 1552 and is one of the most successful boys' schools in this country. It is an independent HMC day school with 850 boys ages 11-18.

In 1936 the School moved from the centre of Birmingham to its present 50-acre site. The School is immensely fortunate in that site: it is close to the University of Birmingham and is surrounded by playing fields, a golf course, lake and nature reserve, and yet is only 10 minutes by road from the centre of the city. The facilities for teaching, music, drama and sport are exceptional.

The School shares the campus with King Edward VI High School for Girls (KEHS) and collaborates with KEHS in a number of ways, particularly through music and drama. The city of Birmingham has also been transformed in the past two decades and now offers a lively cultural and social life with many further development projects in the pipeline.

The School is the founding father of the King Edward's Foundation which has control over eight schools in the city, the two independent schools, five grammar schools – Aston, Camp Hill Boys, Camp Hill Girls, Five Ways and Handsworth – and one non-selective academy, King Edward VI Sheldon Heath Academy. The schools in the Foundation work together in a variety of ways and the Foundation itself has the promotion of social mobility in the city at the heart of its strategy.



Accessibility

The School has always enjoyed the reputation of being the leading school of Birmingham, and it attracts pupils from a very diverse range of backgrounds and from over 100 junior schools across the city and beyond. The School is very conscious of its responsibility to be accessible to able pupils of all backgrounds. There is an extensive Assisted Places Scheme for pupils whose parents could not afford the fees: almost 40% of the pupils have some form of financial support and 10% of boys are here for free.

The Development Office, set up in 2008, has already raised over £10m for Assisted Places and 100 boys are now being educated here from these funds. The Foundation and the School spend £2m each year on this purpose. This commitment is also reflected in the scale of the School's Outreach activities: we collaborate with over 200 junior schools and the School won the TES Award for 'Best Independent-Maintained School Collaboration' in 2015.

Academic life

The School has also undertaken two other strategic developments in recent times. In September 2010 A-levels were replaced entirely and at one moment with the International Baccalaureate (IB) Diploma. The purpose of this change was to provide an education in the Sixth Form which is more intellectually challenging and, ultimately, a better preparation for university and life beyond. The School has received five sets of exam results thus far and the outcome has been very successful: 18 boys have achieved 45 points in five years. In 2016, 55% of boys scored 40 points or above, the average points score was 39.4 and 25 boys accepted places at Oxford and Cambridge. The IB Diploma has regenerated the intellectual tenor of the School and that is reflected in many areas of school life. The School was proud to receive The Sunday Times Award for IB School of the Year in 2015.

Academic standards in the School are extremely high. All boys study a broad core curriculum up to the end of Year 11, choosing ten GCSE subjects and all boys take the IB Diploma in the Sixth Form, studying six subjects. Exam results are very strong: in 2016, 61% of GCSEs were passed at A* and 87% were passed at A*/A. 34 boys out of a year group of 123 achieved 10 A*s and 72 boys achieved only A*s and As.

Facilities

The second development is in facilities and that programme has four phases, of which three are complete. The Sir Paul and Lady Ruddock Performing Arts Centre, a facility which is shared with KEHS, was completed in April 2012 and was part-funded by Sir Paul Ruddock, a former pupil. It comprises a 400-seater concert hall, drama studio and facilities for the teaching of music. This building has transformed the quality of experience in the School, not only in music and drama, but also in lectures and community events. The second phase, completed for September 2013, has created new facilities for science and Modern Languages, and a new Sixth Form Centre. This project was made possible by a £2.5m donation from a former pupil. The third phase has been a new £2.5m hockey pavilion and astro pitch. The final phase will see a new sports hall, gym and additional indoor recreational space.



Extra-curricular life

In order to pursue our aims, it is vital that there is a very rich experience for the boys inside and outside the classroom. The School is very active in academic competitions in Maths and sciences and the School's junior and senior Schools' Challenge Teams have enjoyed national success. Music and Drama are exceptional with one major dramatic production and three major concerts in the year, including one in Birmingham's Symphony Hall. Pupils often become members of the National Youth Orchestra. Sport is very diverse and successful, with 18 different sports and major fixture lists in rugby, hockey, cricket and athletics. The School is currently successful at national level in water polo, badminton and hockey. There are many societies, including Debating, Living History, Model United Nations, History, Warhammer.

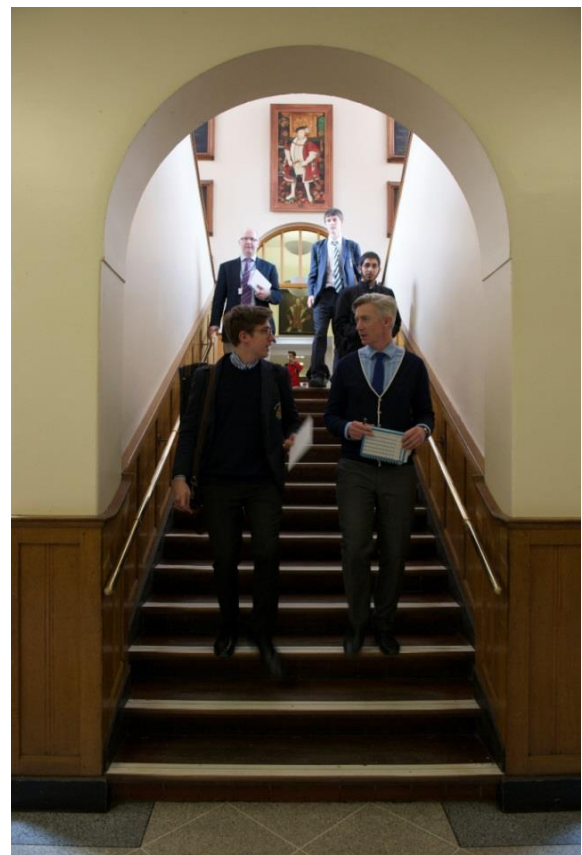
There is a very wide range of expeditions and outdoor activities for younger boys. Over 20 boys each year undertake the Gold Duke of Edinburgh's Award and the Combined Cadet Force thrives with Army and Navy sections. In total, there are over 140 trips and expeditions each year and visits for boys of all ages both in term-time and out. The diversity of all this activity is helped by Friday afternoon activities: there is no academic timetable after lunch on Friday and boys have the chance to take on many different activities during this time.



Pastoral Care

Beyond all this, the School is a very friendly place both for pupils and staff: boys feel cared for and relations between the boys, and between staff and pupils, are strong. The pastoral system is centred upon the Form Tutor and almost every member of staff is involved. The house system is important, too, providing links between boys of different ages, and competition in a wide range of activities, including many sports, music and debating. The staff is a happy and vibrant community, immensely committed to the well-being of the boys.

In 2013, the School conducted a survey of the parents to evaluate their judgement of the School. It showed that the School was in the top three of all the schools surveyed by RSAcademics for parental satisfaction.



King Edward VI High School for Girls

King Edward VI High School for Girls (KEHS) is an independent day school with 560 girls aged 11-18 and is one of the most successful girls' schools in this country. The School was founded in 1883 and counts the actress Lindsay Duncan and the BBC Correspondent Reeta Chakrabarti amongst its alumnae.

Like King Edward's School, the School reflects the diverse racial mix of the city and attracts pupils from beyond Birmingham. Academic standards in the School are extremely high: in 2016 KEHS achieved record GCSE results with 74% A* grades and 92% of all exams graded A*/A. At A-level 91% of grades were at A*-B and 31% at A*. The School has a long history of sending girls to the very best universities including Oxford and Cambridge, at which 10 girls have gained places this year. The School was rated 'excellent' by the Independent Schools' Inspectorate in 2010.

At KEHS, we aim to offer an outstanding education for able girls who like original ideas and new challenges; staff are passionate about their subjects and seek to inspire a love of learning for its own sake. Pastoral care is important to us as we seek to educate girls, supporting them to become confident, resilient young women. Girls combine a rigorous academic education with a huge range of high quality extra-curricular activities. The School produces music and drama of an exceptional quality, performing each year in the Symphony Hall in Birmingham. There is also a large range of sporting opportunities. The School has its own sports hall and swimming pool, which were recently refurbished, with hockey and netball pitches on site.

The School's purpose is undoubtedly the pursuit of excellence in all that it does, but it is of equal significance that this excellence should be accessible to able pupils, whatever their family background or financial situation. At the moment, 20% of pupils receive some kind of financial support and almost 10% pay no fees at all. The funds for this are provided by the King Edward VI Foundation and through the donations of alumnae and other organisations.

Further details about the School can be found at: www.kehs.org.uk.



The Development Offices

Although some of the staff and work is shared, there are actually two offices (one based in each school) and all events and communications are branded separately. The offices are staffed jointly by the Development Director and the Head of Development Services, who work across both schools. The Head of Development Services will be based at King Edward's School. In addition, the OEA Events Manager is based at King Edward's School and the Alumnae Engagement Manager is based at KEHS. The offices also work closely with the Director of Marketing and Communications at King Edward's School and the Admissions Registrar at KEHS.

Each office has two key responsibilities:

Fundraising

In the last eight years, £18m has been raised at King Edward's School from alumni and other donors. In 2014 the School launched the AP100 Campaign, one of the largest bursary fundraising campaigns in the UK, which raised over £10m to fund 100 Assisted Places. You can find more details about this Campaign online at: www.trust.kes.org.uk/about-the-campaign

£1.5m has already been raised from alumnae in recent years and this money is funding ten Assisted Places at KEHS. There are now ambitious plans to build on this success by launching a major fundraising campaign in summer 2017, aimed at increasing the number of Assisted Places in the School.

Alumni relations

The offices are also responsible for keeping former pupils, parents and staff in touch with each school and each other through a comprehensive events and communications programme.

There are around 30 events each year across both schools including reunions, dinners, drinks receptions, lectures and concerts, and over 1,000 people attend these events every year. The Schools communicate with former pupils through a number of ways including two websites, two Facebook pages, two Twitter pages, three annual magazines and two quarterly e-newsletters.

The Development Offices also work with:

The charitable trusts

There are two separate charitable trusts which receive donations on behalf of the two schools: The King Edward's School Birmingham Trust (for King Edward's School) and The King Edward VI High School for Girls Trust (for KEHS). Both Trusts are registered charities with several trustees, most of whom are former pupils of the schools, and they receive all donations on behalf of both schools. Further information on both Trusts can be found online at: www.trust.kes.org.uk and www.trust.kehs.org.uk

The Schools of King Edward VI in Birmingham

The Schools of King Edward VI in Birmingham ('the Foundation') is a registered charity and is responsible for eight schools within Birmingham. These include the two independent schools, King Edward's School and KEHS, five grammar schools and one academy. Further details about the Foundation can be found at: www.schoolsofkingedwardvi.co.uk.

The Old Edwardians Association and Birmingham Girls Old Edwardian Club

Both schools have their own alumni associations – the Old Edwardians Association (OEA) at King Edward's School and the Birmingham Girls Old Edwardian Club (BGOEC) at KEHS – which the Development Offices work with very closely. Further details on both associations can be found online at: www.oldereds.kes.org.uk and www.oldereds.kehs.org.uk



The role

The Schools seek a Head of Development Services to oversee the financial reporting and data analysis requirements of both Development Offices. The role includes operational responsibility for regular giving programmes at both schools. It also provides an excellent opportunity for the successful candidate to develop professionally in two leading school Development Offices, applying database expertise to direct regular giving activities through annual telephone campaigns.

The Head of Development Services will report to the Development Director and will be expected to manage all database and gift administration processes within the office, as well as playing a key role in raising funds for the two Assisted Places Funds at both schools through regular giving channels. This will involve data segmenting, recruiting callers, and planning telethon activities alongside the Head of Alumnae Relations and Development Director. The Head of Development Services will also have particular responsibility for managing the Gild Society giving club and for stewarding all relevant donors for this club. The role also involves IT support, data/financial reporting and project management.

The Head of Development Services will work closely with the OEA Events Manager at King Edward's School and the Alumnae Engagement Manager at KEHS on event communications. They will also liaise with the Director of Marketing and Communications at King Edward's School, in regards to fundraising communications and social media and will work closely with the Finance Officers at both schools to reconcile all donations. The Head of Development Services will directly manage the Development Assistant, who also works across the two schools.

This is an exciting time to join these highly successful school Development Offices, which between them have already raised over £20m and won two national awards.

Key responsibilities

1. Data

- Overall management of the database (Raiser's Edge and Raiser's Edge NXT) which includes 20,000 records of former pupils, parents and staff from both schools. This will include regular imports and exports of large amounts of data (e.g. for mailings, mail merges and Direct Debit processing) as well as data cleansing, segmenting and performing global actions and changes to records;
- Routinely retrieving data from other systems (e.g. pupil databases, telephone calling software) and oversee migration of this information into Raiser's Edge;
- Taking responsibility for training members of staff in the effective use of Raiser's Edge and Raiser's Edge NXT. This will involve one-to-one guidance, acting as a point-of-contact for any technical queries and also keeping an up-to-date manual of all relevant processes and procedures;
- Maintaining best practice as regards to key data protection policies;
- Liaising with data/software suppliers to ensure effective provision of software solutions and problem solve any technical issues, and attend associated meetings and events as necessary;
- Management of data for all communications including letters and emails and liaising with mailing houses;
- Management of *My KES* and *My KEHS*, the online OE communities for both Schools which link to Raiser's Edge.

2. Donation processing

- Project managing the implementation and continuing development of a number of digital fundraising tools, including online donation forms and text giving;
- Overseeing weekly donation processing, and production of all thank you letters and sending gift reminders as necessary;
- Processing of all Direct Debit donations and submitting instruction and collections files directly to BACS;
- Production of Gift Aid claim files for both The King Edward's School Birmingham Trust and the KEHS Trust, and direct submission of these to HMRC on a quarterly basis. Ensuring that the required paperwork is in place for each claim on a per donation basis;
- Working closely with the Development Director and the Finance Officer in each school to reconcile all donations on the Raiser's Edge with the bank statements and annual accounts.

3. Fundraising

- Co-ordinating annual telephone campaigns at both schools. This includes data segmentation, establishing 'ask amounts', working with external software suppliers, and recruiting, training and supervising pupil callers;
- Managing the Gild Society giving club (at King Edward's School) for donors giving £1,392 or more per year;
- Supporting the Development Director in researching and stewarding a specific pool of potential donors, who have the capability of making gifts of up to £5,000 per year;
- Leading the cultivation and stewardship of all regular donors giving by Direct Debit each year, as well as monitoring attrition rates;
- Management of the Assisted Places Support Fund and stewardship of all donors who support this Fund.

4. Communications

- Management of The King Edward's School Birmingham Trust website, including writing copy and updating webpages where appropriate;
- Responsibility for creating and posting content to social media channels (Facebook, Twitter and LinkedIn);
- Assisting the Director of Marketing and Communications at King Edward's School with key communications, including alumni magazines, donor reports and Campaign brochures. This will include providing statistical data for articles and donor lists;
- Working closely with the OEA Events Manager and Alumni Relations Officer on all event communications, including attending some events, as required.

5. Management and reporting

- Direct line management of the Development Assistant, who also works across the two schools. This management will include conducting regular meetings along with their annual appraisal to manage and prioritise workload and review targets;
- Preparing relevant data and financial reports for committee meetings including those of the OEA and BGOEC (who oversee the alumni relations strategies at each school) and the Development Committees (who oversee the fundraising strategies) and attending these meetings as required;
- Responding to requests from the Development Director which help to track fundraising progress against Campaign targets.

6. Other

- Any other duties as may be reasonably required by the Development Director, Chief Master, or Principal.

Terms and conditions

The Schools would like the successful candidate to commence employment as soon as possible, but understand that candidates will have their own employment responsibilities. There will be an initial probation period of six months.

The position will be full-time and permanent, and the gross annual salary will be circa £35,000 depending on the experience of the successful candidate. In addition, the Schools offer a defined contribution pension scheme and a discount on school fees for children at the two independent schools (as long as other admissions criteria are satisfied) as well as other benefits.

The successful candidate will be entitled to 22 days annual leave, four fixed, concessionary days and eight statutory public holidays.

Person specification

The ideal candidate would be expected to show evidence of many of the following skills and qualities. The following information demonstrates the qualities that would be considered essential or desirable and how these will be tested during the recruitment process.

Experience and knowledge (tested in covering letter, application form and at interview)

	Essential	Desirable
Data	<p>Considerable and proven experience of managing a Raiser's Edge database and competency in all system functions.</p> <p>Proficiency in Microsoft Office, particularly Excel (manipulating data) and Word/Publisher (mail merges). Knowledge of data processes and awareness of relevant data laws.</p>	<p>Experience of other relevant databases – such as pupil records, telephone campaign software or alternative alumni/fundraising databases.</p> <p>Formal Raiser's Edge training qualifications.</p>
Donation processing	<p>Experience of processing donations and 'thank you' letters.</p> <p>Experience of Direct Debit processing as a direct submitter to BACS and an understanding of the Direct Debit guarantee.</p> <p>Knowledge of Gift Aid eligibility and the claims process.</p>	<p>Experience of processing Gift Aid submissions.</p>
Fundraising	<p>Experience of managing/running annual fund-style fundraising campaigns (e.g. direct mail and telephone campaigns).</p> <p>Knowledge of digital fundraising methods and tools, and a willingness to stay abreast of future innovations in this area.</p> <p>Understanding of the cultivation and stewardship cycle.</p>	<p>Experience of face-to-face fundraising or transferable skills from a similar profession (e.g. sales, professional services). Proven ability to secure low to mid-level major gifts.</p>
Research	<p>Experience of research – either of finding lost contacts or major prospect research.</p>	
Management & reporting	<p>Line management experience.</p> <p>Vision, energy and the ability to motivate and develop the skills of others.</p> <p>Experience of preparing high quality data and/or financial reports for senior colleagues.</p>	
Education	<p>A good general level of education to degree level.</p>	

Skills and abilities (tested in covering letter, at interview and in skills tests)

	Essential	Desirable
Interpersonal	The ability to develop and manage relationships with a wide range of people.	Experience of working in a school environment with parents, staff, pupils and governors.
Communications	Experience of managing data for communications by letter and email. The ability to check communications carefully.	
Organisational	Attention to detail. The ability to work to deadlines and to manage multiple projects over long periods of time.	
IT	Experience of working with Raiser's Edge/ Raiser's Edge NXT. A proficiency in standard Microsoft Office software.	Experience of website administration and editing webpages. Experience of using social media to post content on behalf of an organisation.

Attitudes (tested at interview)

	Essential	Desirable
Engagement	An understanding of, and belief in, the aims and ethos of independent education in general and of the two independent schools. A belief in the need for raising money for Assisted Places.	
Creativity	The ability to adapt to new situations and address problems from new perspectives.	
Independence	To be able to act independently using initiative and good judgment, particularly during periods of high pressure.	
Strategic	The ability to think strategically and tactically, particularly in relation to fundraising.	.
Enthusiasm	A positive attitude and genuine enthusiasm for fundraising.	
Flexibility	Prepared to travel locally and nationally when necessary and to work outside regular hours as required.	

How to apply

To apply for this role, forward a completed application form and equal opportunities monitoring form (available for download at: www.kes.org.uk/jobs) and a covering letter outlining why you feel that your skills and experience would equip you to take on this role, by email to: recruitment@kes.org.uk

The deadline for applications is **midday on Thursday, 25 May 2017**.

Interviews will take place in the week commencing **Monday, 5 June 2017**.

If you have any queries about the role or would like to discuss it in more detail, please contact Lindsey Mephram, Development Director, on tel: **0121 415 6055** or email: lm@kes.org.uk

King Edward's School and King Edward VI High School for Girls are both committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. All successful candidates will be required to undergo an enhanced DBS check. A copy of the School's Recruitment, Selection and Disclosure Policy is available on the Schools' websites.

