



Watford Grammar School for Boys

Rickmansworth Road, Watford WD18 7JF Tel: (01923 208900)

www.watfordboys.org

Headmaster: Mr I Cooksey MA (Oxon) MA (Lond)

Development Director - Job Description

Fundraising strategy and programmes

- Development of the School's fundraising strategy
 - Work with the Headmaster and Governors to decide fundraising priorities for the School and take a lead on achieving specified goals
 - Maintain and develop the School's fundraising database, working with administrative and IT colleagues to ensure data integrity, segmentation and compliance.
 - Provide leadership on fundraising governance, regulation and best practice.
 - Identify, cultivate and steward major donors, including alumni, parents, trusts and corporate partners.
 - Run fundraising campaigns aimed at alumni and parents depending on the requirements of the school, including capital campaigns and regular giving
 - Promote our legacy-giving campaign focused on alumni, celebrating the School's rich history, thereby encouraging philanthropic commitment.
- Relationship management
 - Build strong, lasting relationships with governors, staff, alumni, parents, donors and partners
 - Producing an annual Giving Report on behalf of the Watford Fuller Foundation and sending to key donors
- Watford Fuller Foundation (WFF)
 - Work collaboratively with the WFF and school governors to ensure alignment and shared purpose
 - Provide analyses of fundraising activities and the impact of strategy for the WFF meetings

Marketing & Communications

- Management and maintenance of the website content: Working with departments and all members of the school community to ensure website is accurate and up-to-date
- Social media: Updating Social Media accounts with content from around the School, news and events, promoting activities
- Updating prospectuses and other materials: Updating the prospectus each September and publishing on website with corresponding social media activity
- Compile and publish the half-termly newsletter to parents
- Fuller News: Write, design and distribute the alumni newsletters.

Liaison with key stakeholder groups

- **Old Fullerians' Association (OFA)**
 - Liaise with the OFA to secure alumni involvement in school events and maintain ongoing engagement, including careers events and competitions (e.g Dragons Den)
 - Liaise with the OFA to support Business Club events
- **Friends of the School (FoS)**
 - Act as main point of contact for the Chair of the Friends of the School
 - Support the FoS in managing logistics for key events e.g. Annual Quiz, Big Raffle, concerts, plays and the "family welcome" event

The Role:

We are seeking to appoint a new Development Director to build upon a successful foundation for developing philanthropy at Watford Grammar School for Boys.

Hours of Work: 4 days per week (term time only) + 10 additional days during holiday periods. There will be occasional requirements to attend / host evening events and at weekends – on such occasions time off in lieu will be agreed. It is expected that the successful candidate will spend most of their working hours on site to fully understand and represent the school's character, community and estate, although there may be occasions when there will be opportunities to work from home.

Remuneration: Scale M2 (£48,226 - £51,356 FTE). Actual salary: £36,787 - £41,971. The role qualifies for membership of the generous Local Government Pension Scheme

The ideal candidate will be:

- A confident communicator with strong interpersonal and writing skills who can engage a range of stakeholders
- Innovative and capable of initiating and implementing new approaches to fundraising and relationship management
- Experienced in relationship management, fundraising or engagement
- Skilled in using databases, publishing software and other digital communication tools or be willing to learn
- Organised, detail-oriented and able to manage multiple projects simultaneously
- Passionate about education and community building
- A team player with a proactive and positive approach