



# Bedales Schools

## Job Description

<b>Job Holder:</b>	Vacancy
<b>Job Title:</b>	Development Manager
<b>Responsible to:</b>	Director of External Relations
<b>School:</b>	Bedales Schools
<b>Department:</b>	External Relations
<b>SCP:</b>	39-42
<b>Date:</b>	March 2010

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### 1. Job Summary

The Development Manager will be responsible for managing the implementation of the school's new Development Trust and associated fundraising initiatives such as legacies, major gifts and annual giving.

The role requires implementation of fundraising plans and the day to day operational management of initiatives, staff and budget.

### 2. Dimensions

- Management of the development budget in consultation with the Director of External Relations.
- Key relationships with staff in the External Relations Department – particularly the Alumni Officer, and also current and past parents, current and old Bedalians, current and former staff, and other stakeholders (eg suppliers).
- Overall management of two staff.

### 3. Principal Duties & Responsibilities

#### 3.1 Management

Establish and manage a new development team within the External Relations department involving:

- Recruitment and line management of a Database Manager and Development Assistant.



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- Accountable for the effective maintenance of the fundraising database with support from the Database Manager and in liaison with the Alumni Officer.
- Evaluation and reporting of development activities, including advice on meeting Charity Commission regulations.
- Management of the development budget in consultation with the Director of External Relations.

### 3.2 **Fundraising**

The Development Manager will manage the fundraising activity, including effective research into potential prospects, follow-up of pledges, and communication with donors in liaison with the Director of External Relations. The job holder will also be responsible for managing specific school campaigns such as: legacies; major gifts and annual giving.

Assist the Director of External Relations in establishing a Fundraising committee (representing all stakeholders) and acting as Secretary, overseeing all organisational aspects of the committee.

### 3.3 **Friend Raising**

Oversee the organisation, planning and execution of development events. Introduce appropriate new events in discussion with the Director of External Relations.

Develop and manage a programme of on-going communication with prospects including the production of the annual Bedales Association newsletter, and management of development presence on the internet (school website, social media sites) in conjunction with the School's Alumni Officer and Website Manager.

### 3.4 **Alumni Relations**

The Development Manager will work closely with the Alumni Officer to foster positive relationships with current and old Bedalians in addition to other stakeholders such as current and past parents, and all friends of the School.

Assume responsibility for organising the annual 10, 25 and 35/36 year School reunions in liaison with the Alumni Officer.

### 3.5 **Branding**

To develop the Bedales Association as an effective 'umbrella brand' encompassing all aspects of development activities.



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### 4. Experience, Knowledge and Skills

#### 4.1 Essential

- Experience of implementing fundraising strategies and campaigns.
- An ability to be proactive in developing relationships with funders and influential decision makers.
- Experience of setting and managing budgets.
- Excellent presentation and communication skills.
- Highly organised and target driven with the tenacity to see through challenging projects.
- Relentless in driving team performance forward.
- An entrepreneurial and highly developed business instinct.
- Understanding of, and sympathy with, the overall aims of the School and its associated fundraising.
- Experience of managing and motivating staff to achieve challenging goals.
- An ability to contribute ideas and translate them into action and results.

#### 4.2 Desirable

- An ability to inspire and motivate others.
- A good knowledge of standard PC packages and fundraising software.

### 5. **Qualification / Training**

Education to A Level or equivalent is essential. A marketing/PR/fundraising qualification is desirable.

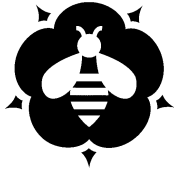
### 6. **Support for the School**

Be aware of and comply with policies and procedures relating to child protection, health, safety and security, anti bullying & harassment, equal opportunities, confidentiality and data protection, reporting all concerns to an appropriate person.

To contribute to the overall ethos, work, aims of the School.

Establish constructive relationships and communicate with other agencies / professionals, in liaison with the Director of External Relations, to support achievement and success of the Development Trust.

This description is not intended to establish a total definition of the job, only an outline of the duties involved and the job holder will be expected to carry out all reasonable management instruction.



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The School may amend the Employee's duties and responsibilities from time to time and may require the Employee to undertake other duties and responsibilities as are necessary to meet the needs of the School, its pupils, and the requirements of educational and pastoral standards of service and care.

If you would like to discuss the role in more detail, please contact Rob Reynolds, Director of External Relations, tel: 01730 711577; email: [rreynolds@bedales.org.uk](mailto:rreynolds@bedales.org.uk)