



STAR ACADEMIES

Nurturing Today's Young People, Inspiring Tomorrow's Leaders

ALUMNI AND FUNDRAISING MANAGER

JOB DESCRIPTION

JOB PURPOSE:

The Alumni and Fundraising Manager will lead the development, delivery and growth of fundraising and alumni engagement for the **BRGS Fundraising Trust (BRGS FT)**.

BRGS FT is the independent charitable foundation that raises and distributes funding to support Bacup and Rawtenstall Grammar School pupils. It exists to expand opportunities and improve outcomes for all pupils at the school, with a particular focus on supporting those with additional barriers to success, such as pupils from lower-income families.

The Trust aims to generate sustainable income and invest it in:

- ***An enriching school life for all pupils***, ensuring all pupils can access a vibrant enrichment offer, including trips, clubs, volunteering and wider opportunities.
- ***Promoting academic excellence for all***, through academic support that enables all to achieve excellent outcomes, including in the growing sixth form, and access high-quality university and vocational post-18 pathways.
- ***Strengthening the BRGS community*** and long-term sustainability, by building a culture of philanthropy, engaging alumni and parents, and supporting outreach work that embeds the school's connection to the local community.

BRGS FT trustees have recently agreed a new three-year strategy for the charity and have ambitious plans to grow the Trust's work in support of the school, pupils and our community. This role is the first step in delivering the strategy and will play a critical role in its success. In the first instance this is a fixed-term contract, but there will be an opportunity to extend dependent on the charity's performance.

Bacup and Rawtenstall Grammar School is a part of Star Academies, a national multi-academy trust that runs a diverse network of primary and secondary schools. The successful candidate will be employed by Star Academies whilst leading the development of the BRGS FT charity. The post will be on an initial one-year fixed term basis, with potential to become a longer-term role. We welcome applications from candidates who would like to take the role on full-time, but we are also open to requests for part-time working.

The postholder will establish effective operational systems, deliver campaigns and events, and communicate the impact of philanthropy in ways that inspire long-term engagement. A part of the role will be to develop robust systems for assessing requests and allocating grant funding to the school, ensuring transparency, fairness and alignment with the Trust's charitable purpose.

Working closely with the school Principal, trustees, school staff, Star Academies colleagues and volunteers, the role will be instrumental in the charity's success. The role will lead the implementation of the charity's fundraising and alumni engagement strategy and create income growth that delivers meaningful, measurable impact for BRGS pupils - especially those who face additional barriers to success.

This is a unique opportunity to shape the future of a charitable foundation that directly supports a thriving state school and have a significant impact on the lives of thousands of young people.

JOB SUMMARY

1. Lead the implementation of BRGS FT's fundraising and alumni engagement strategy.
2. Develop a compelling narrative that communicates BRGS FT's vision and impact.
3. Design and deliver engaging alumni, parent and community outreach, including communications, events, appeals and campaigns.
4. Identify, cultivate and steward donors, including alumni, parents, community partners and grant-giving bodies.
5. Establish systems for impact reporting, donor management and alumni relations.
6. Develop robust systems for assessing grant requests and allocating funding to the school.
7. Work with BRGS and Star Academies staff to monitor funded programmes and share impact with donors.
8. Support governance and report to BRGS and Star Academies leaders, as well as BRGS FT trustees and the Fundraising Steering Group.

KEY RESPONSIBILITIES AND ACCOUNTABILITIES

1. Fundraising Leadership

- 1.1 Lead the delivery of BRGS FT's fundraising strategy, creating income growth that enables delivery of the charity strategy.
- 1.2 Design and implement annual fundraising plans, including major appeals, regular giving, local community fundraising and digital campaigns.
- 1.3 Grow a culture of philanthropy across BRGS, through effective stakeholder engagement, campaigns and opportunities for active participation.

2. Alumni and Parent Engagement

- 2.1 Build and maintain high-quality alumni and parent networks with opportunities for volunteering, mentoring, events, and giving.
- 2.2 Develop and deliver alumni and parent engagement programmes including newsletters, events, alumni reunions and digital content.
- 2.3 Create a robust alumni and parent database and stewardship process.
- 2.4 Identify, cultivate and steward high-value prospective donors.
- 2.5 Deliver parent and community engagement activity that builds trust, transparency and long-term relationships locally.

3. Communications, Events and Campaigns

- 3.1 Develop a compelling charity narrative that reflects BRGS FT's vision, strategic pillars and impact.
- 3.2 Lead communications across email, social media, the school website and print, to promote fundraising priorities.
- 3.3 Plan and deliver events (fundraising events, alumni gatherings, campaign launches, donor receptions).
- 3.4 Produce impact stories and annual reports showcasing the difference the charity makes.

4. Funding Programmes and Impact Reporting

- 4.1 Establish and manage systems for receiving, assessing and allocating grant applications from BRGS staff.
- 4.2 Work with BRGS colleagues to ensure funded activity is delivered effectively and impact is measured.
- 4.3 Produce regular data and impact reports for trustees, donors and stakeholders.
- 4.4 Ensure all reporting reflects the Trust's strategic pillars and theory of change.

5. Governance and Data Management

- 5.1 Support the BRGS FT trustees and Fundraising Steering Group with reports, papers and updates.
- 5.2 Maintain accurate donor, fundraising and alumni records.
- 5.3 Lead on the development and use of a donor database.
- 5.4 Manage Gift Aid, financial tracking and compliance with the Fundraising Regulator's standards.
- 5.5 Work with the School Business Manager and Star Central (Finance, Governance, Comms and IT) as required.

6. Financial Management & Performance Reporting

- 6.1 Work with trustees to set annual fundraising targets and track progress.
- 6.2 Monitor income, expenditure and ROI across fundraising activities.
- 6.3 Manage elements of the fundraising budget, ensuring value for money.
- 6.4 Lead on accurate Gift Aid claims and financial reporting to trustees.

7. Other Responsibilities

- 7.1 Champion the vision that "BRGS is a school where all pupils flourish and develop into confident and successful citizens."
- 7.2 Uphold the BRGS FT's values and ethos.
- 7.3 Contribute to events, school life and cross community initiatives.
- 7.4 Commit to safeguarding and the highest standards of professional conduct.
- 7.5 Undertake additional duties as required by trustees or school leadership.

8. Records Management

- 8.1 All staff who create, receive, and use records in the course of their job are responsible for ensuring that records are managed appropriately. It is therefore likely that this post-holder will have responsibility for record-keeping as part of the role. Employees are required to be conversant with the trust's policies and procedures on records management.

- 8.2 Maintain high standards in record keeping, letter and report writing. Be able to access education computer software, to obtain relevant information on student data, prepare assessments and reports, and provide statistics as required.

This appointment is with Star Academies. The job description forms part of the contract of employment of the person appointed to this post. It reflects the position at the present time only and may be reviewed in negotiation with the employee in the future. The appointment is subject to the terms and conditions outlined in the 'Star Academies Contract'.



Star

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PERSON SPECIFICATION

			Assessed by:	
No	CATEGORIES	Essential/ Desirable	App Form	Interview / Task
QUALIFICATIONS				
1.	Degree or equivalent professional experience.	E	✓	✓
2.	Evidence of Continuous Professional Development.	E	✓	✓
EXPERIENCE				
3.	Experience in fundraising through individual giving and major donors.	E	✓	✓
4.	Experience cultivating and stewarding major donors and senior stakeholders.	E	✓	✓
5.	Experience designing and delivering alumni or community engagement activities.	E	✓	✓
6.	Experience organising fundraising or community events.	E	✓	✓
7.	Experience writing fundraising materials, grant applications, or donor communications.	E	✓	✓
8.	Experience analysing data to inform strategy and reporting.	E	✓	✓
9.	Experience working in an education, charity or community setting.	D	✓	✓
10.	Experience managing digital communications or CRM systems.	D	✓	✓
ABILITIES, SKILLS AND KNOWLEDGE				
11.	Understanding of effective fundraising practice and donor stewardship.	E	✓	✓
12.	Knowledge of alumni relations and community engagement strategies.	E	✓	✓
13.	Strong written and verbal communication skills, including copywriting and storytelling.	E	✓	✓
14.	Ability to manage multiple projects and meet deadlines.	E	✓	✓

			Assessed by:	
No	CATEGORIES	Essential/ Desirable	App Form	Interview / Task
15.	Ability to build positive relationships with stakeholders at all levels.	E	✓	✓
16.	Ability to collect, analyse and report data accurately.	E	✓	✓
17.	Understanding of safeguarding, GDPR and data responsibilities.	E	✓	✓
18.	Knowledge of the fundraising landscape in schools/charities.	D	✓	✓
PERSONAL QUALITIES				
19.	Motivated, entrepreneurial and able to work independently.	E	✓	✓
20.	Confident, resilient and able to work under pressure.	E	✓	✓
21.	Creative, enthusiastic and able to inspire trust and engagement.	E	✓	✓
22.	Diplomatic with strong judgment and discretion.	E	✓	✓
23.	Commitment to self-development and continuous learning.	E	✓	✓
24.	Strong alignment with the BRGS Fundraising Trust's values and mission.	E	✓	✓
25.	A passionate belief in the Trust's vision of 'nurturing today's young people, inspiring tomorrow's leaders'.	E	✓	✓
26.	A strong commitment to the Trust value of 'Service'.	E	✓	✓
27.	A strong commitment to the Trust value of 'Teamwork'.	E	✓	✓
28.	A strong commitment to the Trust value of 'Ambition'.	E	✓	✓
29.	A strong commitment to the Trust value of 'Respect'.	E	✓	✓
30.	Commitment to support Star Academies' agenda for safeguarding and equality and diversity.	E	✓	✓
31.	Sympathetic to and supportive of the Mixed Multi-Academy Trust Model and ethos of the Establishment.	E	✓	✓
OTHER				
32.	Willingness to work occasional evenings/weekends for events.	E	✓	✓
33.	Ability to travel occasionally for alumni events or training (e.g. alumni events in UK cities).	E	✓	✓