



ALUMNAE AND DEVELOPMENT MANAGER

JOB DESCRIPTION

The Position

The Alumnae and Development Manager leads on the strategy for fostering excellent alumnae relations that will strengthen the Prior's Field community, to support the long-term interests of the school.

The Alumnae and Development Manager will be responsible for leading the fundraising, donor, and legacy strategy, overseeing events and communications designed to engage with alumnae and the wider community of Prior's Field stakeholders.

Reporting to the Director of External Relations, and as part of the External Relations Team the Alumnae and Development Manager will be expected to work with a wide range of school departments and personnel, in order to maximise the school's profile and income generation, with a particular emphasis on relationship management with key high value donors, as well as extending the culture of philanthropic giving.

The role will develop and build widespread support throughout the school's community for Prior's Field Foundation projects, and the postholder will foster a culture of donor care that inspires existing and potential supporters.

This role reports to the Director of External Relations

Specific responsibilities of the role include:

Fundraising

- Working with the Director of External Relations, develop a strategy that has fundraising for capital projects and bursaries at its core
- Successfully lead on personal engagement fundraising, developing and delivering a strategy with principal and major donors
- Achieve annual personal income targets, including increasing donor numbers and increasing income from regular gifts
- Promote regular giving, including the production of content as appropriate, in conjunction with the Marketing function
- Promote legacy giving within the school community, developing and managing activities that strengthen relationships with prospects and pledgers
- Identify new fundraising appeals/projects/initiatives and events
- Devise and coordinate effective relationship strategies for all level of donors, ensuring that processes for managing donations and acknowledging donors are undertaken
- Monitor and report income, events, activities and communications along with financial reports.

Alumnae Engagement

- Develop and manage a programme of contact events for alumnae and the Prior's Field community
- Maintain contact with leavers; locate 'lost' alumnae and reconnect with them
- Raise awareness of Prior's Field through showcasing and profiling successful alumnae stories on all platforms
- Work with the Careers Officer to profile alumnae, to inspire current students in their career choices and establish alumnae engagement in mentoring, careers talks and events
- Support Whole School promotional events, including Open Day, Preview Day, Careers Day and others.

Data Management

- Develop rich data sets to aid the development of strategic goals and in particular, income generation
- Maintain detailed records and build individual profiles on the contact database
- Grow further understanding of alumnae and their achievements
- Set and maintain data management standards and policies.

Communications

- Edit, produce and distribute communications for Prior's Field alumnae, working in conjunction with the marketing department
- Update and provide fresh content for the alumnae community website
- Drive interest and connections via social media and other digital platforms.

Archive

- Liaise with the Archive Alive team to achieve profile for the school through its history
- Develop opportunities for Archive outreach into the community and further integration with partner organisations
- Research the archives for material of interest to returning alumnae and to market the school.

External Relations Support

- Assist with the ongoing events programme as a member of the External Relations team.
- Develop relationships with members of the wider school community – supporters and friends of Prior's Field, teaching staff, support staff, parents.

Post-holder specification:

- Proven experience in managing and maintaining major relationships, and influencing donors within a fundraising or similar environment
- Successful track record in soliciting significant donations and gifts
- Ability to communicate in a persuasive and informative manner with alumnae and key stakeholders, at all levels
- A strong understanding of alumnae relations practices, including digital outreach such as databases, social media, email and web
- Possess an entrepreneurial spirit and an ability to prioritise a demanding workload, persisting with multiple projects over a prolonged period of time
- Enthusiastic and proactive team player with the ability to work under their own initiative
- An appreciation of tradition and history, and the role of it in a progressive school environment
- A passion for the transformational impact of education and an empathy with the school's aim and vision
- Experience of working with CRM systems
- Knowledge of GDPR
- Budgetary management experience
- A working knowledge of relational databases, such as Raiser's Edge is desirable.

The above describes the general nature and level of work being performed by the individual hired into this job. This is not intended to be an exhaustive list of all responsibilities and duties required. Prior's Field School reserves the right to change any or all content of this job description based on School's needs. The incumbent, if applicable, will be notified of any changes before they become effective.

Conditions of Employment

- This is an all-year, full time position (37.5 hours per week) which attracts six weeks paid holiday per year normally taken during school holiday periods
- A competitive starting salary
- There is a contributory pension scheme which staff may join if they wish; Details are available from the School.
- Lunch is available free of charge when school is in session; tea and coffee is also available in the staff study free of charge throughout the day.
- Employees are eligible for reduced fees if their children attend the School
- There will be a six-month probationary period.
- Some events may take place at evenings or weekends for which time in lieu will be given
- The school supports professional development and training will be provided in specialist areas
- The position is subject to enhanced DBS certification and satisfactory references being obtained.