

Development Manager

Reporting to:	Director of Development & Alumni Relations
Contract:	5 days per week, with flexible working considered. 30 days of holiday annually. Some work will be necessary during evenings and weekends.
Pay Scale:	£38,000 - £43,000, dependent on experience
Deadline:	7 February 2025

An exciting opportunity exists to support a growing fundraising programme at one of London's strongest independent schools. Reporting to the Director of Development & Alumni Relations, this Development Manager will expand upon our efforts in regular giving, legacy giving and stewardship. This includes managing our fundraising appeals, piloting new fundraising efforts, and producing events and communications for current and future donors. All of this will advance our priority of growing the Colfe's Charitable Trust's endowment to support even more 100% bursaries for our Sixth Form pupils.

The last few years have been our office's most exciting: donations have helped grow the endowment to £2.7M, and many of our bequest intenders have revealed the total value of their legacies will be nearly £2M. Further, our Governors have just appointed Dan Gabriele, Deputy Principal of Caterham School, as the new Head of Colfe's. He will take up this post in September, and our office will be key in advancing his vision. An essential part of this small but busy team, this is the perfect job for someone already in fundraising and looking to advance their career. The successful candidate will be highly organized and adaptable, have a strong attention to detail and be willing to pitch in as needed. A background in Development and experience with Raiser's Edge will be necessary. Given our office's success, opportunities may arise to work alongside new hires to help ease workload.

The School

Colfe's is one of London's oldest schools, taking its name from Reverend Abraham Colfe, Vicar of Lewisham, who founded the school in 1652. In his will, he entrusted the School to the Leathersellers' Livery Company, which governs the school today. A former grammar school, Colfe's has been a fully co-educational day school for 20 years with nearly 1300 pupils in all from ages 3 to 18. Colfe's is not a stuffy school, but a happy place with a deep feeling of community among its students, parents, staff and alumni. This provides a terrific platform for this position to thrive upon.

Fundraising Priority

Every year, up to 12 pupils from non-privileged backgrounds at local state schools are awarded 100% bursaries to join our Sixth Form. Named our Leatherseller Scholars, these pupils are academically bright but often qualify for free school meals, and many have no access to a sixth form in their current schools. The Leathersellers' Company launched this programme in 2009, and today, their grants are combined with donations to the Colfe's Charitable Trust. However, awarding even more bursaries is urgent and essential. Applications for these awards are extremely high, and this demand now outpaces what we can provide in support. We must expand our fundraising efforts so that Colfe's can support even more deserving pupils.

Job Description:

Development

60%

Regular Giving

- Create Autumn and Spring direct mail appeals for 15,000 alumni, parents, former parents and friends. Partner with Sixth Form pupils to draft content and graphic designers to create. Segment and create mailing lists from Raisers Edge.
- Design all email and social media communications surrounding Autumn and Spring Appeals, including identifying subjects for video testimonials and producing email appeals with Raisers Edge NXT.
- Conduct face-to-face meetings and solicitations with Director or alone, developing a pipeline of future donors.
- Build upon current deposit scheme appeal for leaving parents, including partnering with Sixth Form on an event.
- Create communications for first-time donors that inspire future gifts, including digital welcome messages or materials.
- Work with Director to identify fundraising opportunities for building projects. Design naming opportunities and collateral.
- Consider piloting a Giving Week; research how this would aid in the acquisition of new donors.

Legacy Giving

- Work with Director & Assistant to plan biennial tea for legacy intenders and considerers.
- Manage ongoing events & communications for the Abraham Colfe Society for current legacy intenders, including inviting them to school-wide events, meetings with Head, or sending them welcome messages and materials.
- Pilot strategies for increasing interest in legacy giving, including appeals, phone-a-thons, video testimonials or events.

Stewardship

- Create all upgrade appeal content, either via direct mail, telethon or face-to-face. Involve others across the school, including Head or other school leaders.
- Create personalised stewardship reports for largest donors, focusing on the impact made towards the project supported. Work with Director to prepare these for any face-to-face meetings.
- Manage creation of biennial stewardship brochure for donors. Partner with graphic designer and/or communications team.
- Consider piloting a telethon for donors; research how this would aid in the upgrade and retention of current donors.
- Grow membership in the 1652 Society, our donor circle for recurring donors. Create digital welcome packs or materials.
- Launch new newsletter from Head to all donors, including 1652 Society & Abraham Colfe Society members.

Engagement

30%

Events

- Work with Director & Assistant to plan all stewardship events for current donors and bequest intenders.
- Create and design events for potential donors. Consider using current donors as hosts. Partner with Assistant to execute.
- Plan twice-annual Sector Networking Events, including identifying hosts. Partner with Sixth Form staff to invite pupils and manage all event invites and registrations.
- Manage some elements of alumni events on behalf of Old Colfeian Society, including processing ticket payments, securing venue contracts, registration lists, and event budgets. Attend all events in-person with team.
- Identify existing school events that Abraham Colfe Society and 1652 Society members would be invited to ongoing.
- Identify opportunities to embed Development messaging into events for parents.
- Conduct tours of the school campus for visiting Old Colfeians and their families, as needed.

Administration

10%

- Manage all gift processing via Raiser's Edge, including receipting and thanking donors, accepting gifts from online, and managing pledge payment reminders. Ensure gift records are accurate and complete, reconciling regularly with bursary.
- Maintain all queries in Raiser's Edge to track team metrics. Create reports for Governors and school leadership.
- Oversee import of contact details into Raiser's Edge for all incoming parents, leaving pupils, and current/former staff members. Work with external consultant as needed.
- Draft briefings for Head for donor meetings. Flag up new donors to Director who may benefit from personal approach.
- Maintain donor's Gift Aid records and claim Gift Aid annually.
- Manage Alumni and Development inboxes. Ensure corespondence is replied to promptly.
- Maintain development & alumni relations pages on school website.

Skills and Attributes:

- 3-5 years' working in Development. Experience working in a charity or educational setting necessary.
- Proficient in using Raiser's Edge.
- Excellent written and verbal communication skills.
- Organised, entrepreneurial and creative with natural problem solving skills.
- Ability to multi-task, self-prioritise, and manage multiple projects at once.
- Team player with flexibility to adapt to the changing dynamics of the division.
- Highly collaborative and emotionally intelligent with the ability to develop new relationships with ease. Relates well to a diverse audience of stakeholders, including current and former parents, alumni, pupils, staff, Governors and friends.

Application procedure

The recruitment process will require all applicants to complete an [application form here](#), accompanied by a letter of application, current CV and details of two referees, who will be contacted prior to interview, in accordance with the School's Safer Recruitment procedures. There will be an interview and practical task for short listed candidates.

The application may be submitted electronically to recruitment@colfes.com, attn.: Mrs A Ross, Human Resources. Applications should be sent **as soon as possible** and by **7 February 2025** at the latest. Colfe's reserves the right to appoint to this post before the closing date if necessary.

Colfe's School is committed to safeguarding and promoting the welfare of children. All applicants must be willing to undergo child protection screening, including checks with past employers, prohibition from teaching and the Disclosure & Barring Service.