

Job Title	Head of Alumni Engagement and Development
Date	November 2024
Department	Marketing, Admissions and Communications
Reports to	Director of Marketing, Admissions and Communications

Purpose of the Role

The Head of Alumni Engagement and Development will play a pivotal role in shaping the strategy for fostering strong relationships with Ackworth School's Old Scholar community, supporting the long-term interests of the school as we head towards our 250th anniversary in 2029. This role is responsible for fundraising, donor relations, and legacy initiatives, as well as coordinating and delivering events and communications aimed at engaging with Old Scholars and the broader Ackworth School and Quaker community. Reporting to the Director of Marketing, Admissions and Communications, the Head of Alumni Engagement and Development will collaborate closely with various school departments to elevate the school's profile and optimise income generation. The focus will be on relationship management with key high-value donors and promoting a culture of philanthropy through clear fundraising pipeline management. Additionally, the role will drive support for Ackworth School capital projects and cultivate a culture of donor care that motivates current and potential supporters.

Departmental Information

The Marketing, Admissions and Communications department is responsible for attracting new pupils to the School; converting enquiries into admissions; retaining existing pupils; managing relations with alumni; working closely with the Head of Ackworth School and School Committee in generating non-fee-based income; and managing all aspects of the School's brand and marketing messaging.

The department comprises three other staff who work across admissions and marketing.

Main tasks and responsibilities

Fundraising

- Collaborate with the Director of Marketing, Admissions and Communications to create a fundraising strategy centred on capital projects and bursaries.
- Lead personal engagement fundraising, developing strategies for securing principal and major donors.
- Meet annual personal income targets, increasing both donor numbers and regular giving income.

- Promote regular giving campaigns, working with the Marketing, Recruitment and Events Manager to create appropriate content.
- Advocate for legacy giving, managing activities to build relationships with prospective and pledged legacy donors.
- Identify and manage new fundraising appeals, projects, and events.
- Develop and implement relationship strategies for all donor levels, ensuring donations are managed and acknowledged efficiently.
- Monitor and report on fundraising income, events, and activities, including producing financial reports.
- Identify potential funding streams through selective grant funding applications with particular links to capital projects.
- Nurture and maintain relationships with donors through effective donor stewardship.

Alumni Engagement

- Design and manage a programme of events aimed at engaging Ackworth School Old Scholars and wider Ackworth School community members.
- Maintain contact with recent leavers, reconnect with “lost” alumni, and strengthen the Old Scholars network.
- Increase awareness of Ackworth School by sharing and showcasing Old Scholar success stories across various platforms.
- Partner with the Head of Careers to highlight Old Scholar achievements, inspire current students in their career paths, and encourage alumni involvement in mentoring, career talks, and school events.
- Support whole-school promotional activities such as Open Days, Careers Days, and other events.
- Manage Old Scholar/volunteer groups/committees when required.

Data Management

- Develop robust data sets to inform strategic goals, particularly those related to income generation.
- Maintain detailed records of Old Scholars and donors, building comprehensive individual profiles in the contact database.
- Enhance understanding of Old Scholar achievements to foster stronger connections and engagement.
- Establish and uphold data management policies and standards.

Communications

- In collaboration with the Marketing, Recruitment and Events Manager, edit, produce, and distribute communications for the Ackworth School Old Scholar community.
- Regularly update and provide fresh content for the Old Scholars section of the school website.
- Increase engagement through social media and other digital platforms, driving alumni interest and connection.

External Relations Support

- Contribute to the school's broader events program as a member of the Marketing, Admissions and Communications team.
- Develop and maintain relationships with key stakeholders, including staff, parents, supporters, and friends of Ackworth School.
- Offer a program that may involve some weekend, evening and overseas working

Person Specification

Educational Attainment and Qualifications

- Qualified to degree level and/or relevant experience.

Experience, Knowledge and Skills

Essential

Proven experience in managing and cultivating major relationships, with the ability to influence donors in a fundraising or similar environment.

A demonstrable track record in securing significant donations and gifts, with a focus on relationship-building.

Strong communication skills, able to engage persuasively with alumni and key stakeholders at all levels.

Deep understanding of alumni relations practices, including the use of databases, social media, email, and websites for digital outreach.

An entrepreneurial mindset and the ability to manage a demanding workload, handling multiple long-term projects.

Enthusiastic and proactive team player, capable of working independently and taking initiative.

Desirable

Demonstrated experience in budget management, ensuring effective resource allocation.

Experience or an understanding of working in schools, preferably in the independent sector.

Experience of the grant funding sector in relation to writing successful bids.

Track record of securing philanthropic gifts of five figures or more.

Experience working with CRM systems, with a good knowledge of GDPR and best practices in data management.

Ackworth School is committed to safeguarding and promoting the welfare of children and young people. All staff and volunteers are therefore expected to behave in such a way that supports this commitment. All staff are required to understand and adhere to the Schools Health and Safety policies.

Job descriptions may be subject to review from time to time and can be altered or amended to meet the changing requirements of the School. They are not designed to limit the extent of the role but instead to outline the main tasks and responsibilities.