**Colchester Royal Grammar School - Summary Job Description**



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| Job Title: | Development and Alumni Relations Manager |
| Hours of work: | Part time - 21 Hours per week, term-time (inc non-pupil days, plus 3 weeks holiday working) |
| Salary scale: | Band 5 to mid point |
| Reports to: | Headmaster, Development Committee |

**Purpose:**

To devise and implement strategies to establish a flourishing programme of fundraising, alumni relations and stakeholder engagement for CRGS.

The Development Officer will work closely with the Headmaster and the CRGS Development Committee to develop frameworks through which the school can engage alumni, parents, past staff and other potential donor groups. More specifically:

1. Increase fundraising income for the CRGS Development Fund:

* Implement strategies to increase regular giving from parents
* Develop regular and planned giving from alumni
* Create and implement a major gifts strategy
* Implement strategies to develop legacy giving
* Support other school fundraising initiatives, including fundraising from charitable foundations and grant making trusts

2. Database management

Ensuring GDPR compliance, create and maintain a dynamic framework of alumni and stake holder contact, communications and engagement:

* Build and maintain a dynamic database of stakeholders to include recent leavers and the alumni community, former parents, former teacher, staff and other friends and supporters of the School

3. Develop a thriving alumni relations programme:

* Work with the OCS (Old Colcestrian Society); organise alumni events and develop a programme to encourage an atmosphere of belonging to the CRGS community
* Create and implement an alumni communications strategy to include publications and social media

**Duties and Responsibilities:**

1. Fundraising:

* Support teaching and learning, facilities and boarding development programmes through the implementation of an agreed fundraising strategy
* Implement fundraising strategies to increase regular fundraising income from parents
* Develop regular and planned giving from alumni
* Provide regular fundraising reports to the Headmaster
* Ensure that all fundraising activities are conducted in accordance with best practice as outlined by professional bodies such as the Institute of Fundraising.

2. School community database (ensuring GDPR compliance)

* Working with the IT team, install and manage a CRM database, including planning and implementing ongoing data cleansing and reporting, responding to enquiries, and monitoring software updates
* Develop data capture system so that all leaving students become part of the CRGS alumni
* Implement a strategy to capture ‘lost alumni’ who have lost contact with the school
* Work with the OCS to develop a ‘case to join’ and a strategy to support the OCS membership recruitment.
* Seek to recruit past parents, teachers and staff to the CRGS community

3. Communication and stakeholder engagement:

* Create, test and deliver a compelling “Case for Support” to underpin all fundraising and engagement activities.
* Develop a communication strategy such that alumni continue to feel part of the CRGS community
* Working with the OCS to organise alumni events, including reunions,
* Support the Admin team in the preparation of regular communications (school Newsletters, the Colcestrian magazine, etc)
* Develop a portfolio of CRGS fundraising communications and literature
* Respond to database enquiries and work with Archives to support alumni needs and interest
* Work with the CRGSA to develop greater parental engagement
* Assist the Sixth Form team, including the Leader of Careers and Oxbridge Coordinator, in events likely to engage alumni with the School
* Support Departments in their contact and use of alumni relating to careers and subject support
* Prepare reports and documentation for the Development Committee

4. General

* To participate in the performance and development review process, taking personal responsibility for identification of learning, development and training opportunities in discussion with line manager.
* To comply with individual responsibilities in accordance with the role for health & safety in the workplace
* To ensure that all duties and services provided are in accordance with the School’s Equal Opportunities Policy
* The Governing Body is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share in this commitment.
* The above duties are neither exclusive nor exhaustive and the post holder may be required by the Headteacher or Business Manager to carry out appropriate duties within the context of the job, skills and grade.

**Experience and Skills:**

* A self-starter
* Strategic thinker
* Flexibility
* Strong commercial initiative
* Strong written and oral communications skills
* Strong attention to detail
* Comfortable working with databases
* Good listening skills
* Knowledge of social media
* Strong emotional intelligence
* Able to motivate others (particularly volunteers)
* Solution-focused
* Capability to represent the School at all levels and to a variety of audiences (internal and external).
* Experience with budgets
* Fundraising experience
* Marketing experience
* Staff Management experience
* Professional qualifications