



**KING EDWARD'S SCHOOL**  
BIRMINGHAM



**KING EDWARD VI**  
HIGH SCHOOL FOR GIRLS

## **Head of Philanthropy**

King Edward's School (KES) and King Edward VI High School for Girls (KEHS), two of the leading independent day schools in the country, seek an experienced fundraiser with a demonstrable track record of securing five- and six-figure gifts. This role would suit a candidate with a background in major gifts and individual giving.

The Head of Philanthropy will secure and cultivate major donor relationships, growing our existing giving programmes and helping to deliver our overall fundraising strategy. With the Development Director, they will continue to build our prospect pipeline to support Assisted Places fundraising. Additionally, there may be involvement with a small number of other discrete fundraising projects.

Community is a vital part of our schools' ethos and the Head of Philanthropy will play their part in strengthening this ethos. Many of our major donors will support the schools in other ways, including through our vibrant careers network (CareersLink). The Head of Philanthropy will also embed themselves in school life by playing a leading role in our annual telethons, working with the Development Director and Database Manager to deliver this.

The Head of Philanthropy will be an experienced and highly motivated fundraiser with a passion for growing and cultivating our supporter base. They will be a firm believer in the aims of our Assisted Places programme and in the value of an independent education. The role would suit an articulate, tenacious and persuasive fundraiser, with a strong track-record of forging and cultivating long-term relationships. They will have up-to-date knowledge of charity legislation and best practice.

## **Development & Alumni Relations Office (DARO)**

These historic schools seek to make an academic education accessible to able pupils, whatever their family background or financial situation. To this end, Assisted Places (bursaries) are funded by the Foundation, and through the donations of alumni and other donors to the Development Office.

To date, over £14.5m has been raised for Assisted Places at King Edward's School (KES) and £4.5m has been raised at King Edward VI High School for Girls (KEHS) for the same purpose.

The DARO team leads the schools' fundraising and alumni relations. The team is led by the Development Director and consists of a Database Manager, Finance Manager, Events Officer and an Alumni Relations Officer who all work across both schools. The office also works closely with the Director of External Relations.

We are also responsible for keeping former pupils, parents and staff in touch with each school, and each other, through a comprehensive events and communications programme. We run around 20 events each year across both schools, including reunions, dinners, drinks receptions, lectures and concerts. Over 1,000 people attend these events every year. We communicate with our former pupils via our database, two websites, two Facebook Pages, two annual magazines and termly e-newsletters.

We have set up two separate charitable trusts to receive donations on behalf of the two schools: The King Edward's School Birmingham Trust (for KES) and The King Edward VI High School for Girls Trust (for KEHS). Both trusts are registered charities with several trustees, most of whom are former pupils of the schools, and they receive all donations on behalf of both schools.

The Foundation is responsible for fourteen schools within Birmingham. These include the two independent schools, six Grammar Schools and six Academies. Further details about the Foundation can be found at: <https://www.schoolsofkingedwardvi.co.uk/>

Both schools have their own alumni associations – the Development Office works very closely with the Old Edwardians Association (OEA) at KES and the Birmingham Girls' Old Edwardian Club (BGOEC) at KEHS. Further details on both organisations can be found online at: [www.olders.kes.org.uk](http://www.olders.kes.org.uk) and at: [www.olders.kehs.org.uk](http://www.olders.kehs.org.uk).

## **Terms and conditions**

**Job title: Head of Philanthropy**

**Reporting to: Development Director**

**Direct Reports: Alumni Relations Officer & Events Officer**

**Salary: Grade 10 (FTE range 40,527 to £42,961), plus benefits**

**Hours: Full-time, 37 hours per week.**

**Type of position: Full-time all year round, would consider term-time plus for the right candidate, permanent.**

**Holidays: 22 days holiday a year, 8 bank holidays and 4 concessionary days.**

**Benefits: School fee discount, defined contribution pension, lunch in term time, complimentary access to gym facilities and parking.**

**Start date: As soon as possible**

## **Key responsibilities**

### **Major Donors:**

- Cultivate relationships with a portfolio of mid-level and major donor prospects, particularly through face-to-face solicitations.
- Move prospects through the gift cycle in a timely manner, meeting KPIs and financial targets each year.
- Produce solicitation materials and funding applications as appropriate.
- Secure mid- and high- level financial support, as well as advocacy and gifts-in-kind.
- Implement engagement tools for each prospect in the portfolio and actively seek out opportunities for them to engage with the schools.
- Maintain donor and prospect records on our database (Raiser's Edge).
- Produce compelling Cases for Support to meet individual donor interests and motivations.
- Offer excellent stewardship of donors and encourage a lifetime of giving, in particular by meeting gift conditions and offering regular updates and keeping in close touch.
- Represent the charities at school and external events with current and prospective donors.
- Provide insight into your personal prospect pool and identify opportunities for support from the Development Director, Chief Master & Principal or others within the schools' network.
- Provide updates to the Development Director, Chief Master & Principal and/or trustees as required.
- Utilise all channels of communication and department resources to support individual fundraising and departmental strategy.

### **Strategy & Reporting:**

- Gather and record information and feedback to track progress and monitor progress against KPIs such as conversion rates, with a view to continually improving.
- Work with the Development Director to plan and deliver an excellent programme for all prospect and donor solicitation, cultivation and stewardship, across all levels of giving.
- Work with the Development Director to plan and deliver processes for prospective donor identification and prospecting.
- With support from the DARO team, identify new opportunities and undertake research as necessary.
- Implement necessary processes, communications and events to support the growth of the prospect pipeline, covering the full supporter journey, with support from the DARO team.
- Identify opportunities to collaborate with other departments for mutual benefit, including utilising school events and successes to best effect.

### **Individual Giving:**

- Generate income through individual gifts, campaigns and appeals, regular giving and one-off gifts.
- Leading on the delivery of the regular giving programme including the annual telethon across both schools. This usually takes place for a period of 2-3 weeks each year (full training will be provided).
- Plan and execute innovative mass fundraising appeals and events, including copy and design of the material (with the support of External Relations) and segmentation of data (with the support of the Database Manager) to secure new donors and maintain existing donors through a gold standard supporter journey.

**Planned Giving:**

- Support the development and delivery of the legacy strategy that will acquire new legacy supporters and maximise legacy income.
- Actively seek and cultivate legacy gift opportunities with major donors and offer support to the broader legacy giving programmes.
- Provide excellent stewardship to all supporters who engage with legacy giving, maximising engagement, increase levels of enquirers and pledgers from a range of audiences.
- Project manage legacy acquisition and retention campaigns across digital, direct mail, phone and print.
- Manage existing legacy administration processes as well as identifying and implementing improvements.

**Leadership & Management:**

- Line management of Alumni Relations Officer and Events Officer.
- As a more senior member of the team, give time, encouragement and support to other team members to help them achieve their potential and build capability.
- Deputise for the Development Director as required.

**Knowledge & Practice:**

- Ensure work is of the highest standard and in-keeping with fundraising rules, regulations and best practice. The Trusts are members of the Fundraising Regulator.
- Have keen awareness of ethical codes and guidelines, acting with the highest levels of integrity.
- Maintain an up-to-date awareness of tax-efficient giving opportunities and giving platforms, both within the UK and internationally.
- Attend additional training and conferences as required.

**Additional Responsibilities:**

- Contribute to the creation of well-crafted, persuasive fundraising materials and communications, with the Development Director and Marketing Department.
- Attend relevant internal meetings, preparing papers and writing minutes as required.
- Actively promoting Assisted Places and a broader culture of giving within the two schools.
- Filing alumni gift or financial correspondence and recording it on the database. Recording all outgoing communications on the database.
- Attending and assisting with DARO events as required.

**Other:**

Any other duties as may be reasonably required by the Development Director, Chief Master & Principal or Head of School.

## Person specification

The ideal candidate would be expected to show evidence of many of the following skills and qualities. The following information demonstrates the qualities considered essential or desirable and how these will be tested during the recruitment process.

Experience and knowledge (tested in covering letter, application form and at interview)

	Essential	Desirable
Building and managing fundraising relationships with mid- and high- level prospective donors.	x	
Demonstrable track record of securing four-, five- and six- figure gifts.	x	
Experience of seeking and identifying new prospective donors.	x	
Experience of planning and executing a major gifts programme.	x	
Knowledge of relevant charity rules, guidance and ethical codes	x	
Experience of supporting a major gifts programme with effective and successful communications and events.	x	
Experience using Raiser's Edge.		x
Experience of other relevant databases – such as student records, telephone campaign software or alternative alumni/fundraising databases		x
Experience of managing a prospect portfolio over long periods.		x
Knowledge of digital fundraising methods and tools, including social media, and willingness to stay abreast of future innovations in this area.		x
Understanding of the third-party gift facilitators, nationally and internationally (e.g. CAF, BSUF, employer matching schemes)		x
Experience of researching individuals and organisations.		x
Experience of regular giving including telethons.		x
Experience of legacy giving.		x
Experience of managing people to achieve results.		x
Experience of data analysis.		x
Experience of working in a school environment with parents, staff, pupils and governors.		x

Skills and abilities (tested in covering letter, at interview and in skills test)

	Essential	Desirable
The ability to develop and manage relationships with a wide range of people.	x	
Vision, energy and the ability to motivate and persuade others.	x	
Very high standards of oral and written communication.	x	
Tact, diplomacy and discretion.	x	
Ability to negotiate, mitigate concerns and correct misapprehensions.	x	
Ability to check communications carefully.	x	
Keen attention to detail, accurate record-keeping and meeting deadlines.	x	
Excellent organisational skills and ability to multi-task.	x	
The ability to adapt to new situations and address problems from new perspectives.	x	
The ability to act independently using initiative and good judgment, particularly during periods of high pressure.	x	
The ability to think strategically and tactically, particularly in relation to fundraising.	x	
Proficiency in Microsoft Office, particularly Excel (manipulating data) and Word/Publisher (mail merges).	x	

Attitudes (tested at interview)

	Essential	Desirable
An understanding of, and genuine belief in, the aims and ethos of independent education in general and of the two independent schools.	x	
A belief in the aims of the Assisted Places (Bursary) fundraising campaigns.	x	
The ability to work independently or collaboratively as required.	x	
A positive attitude and genuine enthusiasm for the cause.	x	
A strong work ethic and a genuine desire to succeed.	x	
Willingness to roll up one's sleeves to support others in peak times.	x	
Prepared to travel locally and nationally as necessary and to work outside regular hours as required.	x	

**How to apply:**

If you wish to be considered for this post, please complete an application form (available for download at: <https://kes.org.uk/about-us/work-with-us/>), and send it, together with a letter outlining the reasons for your application and addressed to the Chief Master & Principal, to [kesrecruitment@keschools.org.uk](mailto:kesrecruitment@keschools.org.uk).

For any queries on the role please contact Laura Salt on [l.salt@keschools.org.uk](mailto:l.salt@keschools.org.uk)

The deadline for applications is **8am Thursday 9<sup>th</sup> January**. Early applications are most welcome.

Interviews will provisionally take place in w/c 19<sup>th</sup> January.

*King Edward's School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. Applicants invited to interview will be required to provide proof of identity, preferably a birth certificate, although where this is not available we will accept other forms of ID. Successful candidates will be required to undergo an enhanced DBS check and other pre-employment checks. A copy of the School's Recruitment, Selection and Disclosure Policy is available on the website [www.kes.org.uk](http://www.kes.org.uk).*