

University College School
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UCS
HAMPSTEAD



JOB DESCRIPTION

University College School is one of the top independent schools in the UK. Operating as three linked schools at separate sites in Hampstead, it educates 1100 students from age 3 to 18. UCS was founded to be unique and we remain so today, secure on the two pillars of, one, liberal academic scholarship and, two, being a community of individuals. We are particularly proud of our outstanding reputation for pastoral care which results in a happy and well-balanced environment for pupils and staff alike.

A JOB DETAILS

Job Title: Head of Fundraising & Stewardship

Location: Frognal, Hampstead

B JOB PURPOSE

The development office is working towards a major campaign in support of the school's bursary provision, and further improvement and development of the existing and new school sites, centred around the 200th anniversary of the school in 2030. Key to this is delivery of a range of fundraising approaches and effective stewardship. The successful candidate will need to be proactive, imaginative and adaptable.

The Head of Fundraising & Stewardship (HoFS) works in the Development Office and reports to the Director of Development and Alumni Relations (DoDAR) or the Headmaster in their absence. They will work to engage a wide range of constituents and supporters (alumni, parents, donors) in the work of the Development Office and the School.

This post is essential both internally and externally to ensure the smooth and effective operation of the Development and Alumni Relations Office. Relationships with Old Gowers, and the Old Gowers Club will be essential to this. Internally, the HoFS will take a lead role on key relationships for the donor experience, with a particular focus on the bursary programme. Externally they will be responsible for the stewardship of the School's existing donors, with a view to further engagement, cultivation and giving.

The HoFS will lead UCS' work on diversifying its philanthropic income. These areas of work will include, but are not limited to:

- Regular giving programme (e.g. direct mail, class gifts. Giving Days, telephone fundraising)
- Personal (face to face) fundraising

It is essential the HoFS is a team player able to initiate projects and ideas as well as take direction.

The HoFS's hours of work will be from 9:00 am to 5:00 pm, Monday to Friday and based at the Senior School site in Hampstead. However, they will be required to work outside the usual workweek during events, special campaigns, etc. as necessary.

C KEY RESULT AREAS

Under the Health and Safety Act 1974 we all have a responsibility to ensure a safe working environment for everyone who comes within our working environment.

Stewardship

- The post-holder will have specific responsibility for the creation, management and strategic development of a comprehensive stewardship programme for all donors to UCS.
- Build relationships with key internal stakeholders for the bursary programme, and use these to develop a range of relationships and impact case studies for deployment across the Development Office's materials and activities.
- Oversee the production of publications, stewardship strategies for events, correspondence, stewardship reports and increased communications to donors regarding matters of importance to projects or individuals they have funded or to the institution.
- The post-holder will work closely with the Director of Development & Alumni Relations to steward the highest level donors.
- Produce and deliver high-quality, impactful stewardship reports for donors.
- Work with the Head of Alumni Relations to create and deliver impactful stewardship events, connecting donors to areas they support and providing appropriate follow-up to source additional gifts,
- To oversee and manage the reporting activity for donors providing personal gifts to the School. This will include managing the reporting schedule for donors that receive regular progress reports. The post-holder will be required to gather and review key information for progress reports from colleagues across the School community and edit and format the final documents.
- Create and deliver a systemised and strategic stewardship programme for regular donors.
- Ensure automatic thanking mechanisms are in place and delivered to a high standard.
- Ensure all stewardship activities and materials are recorded on Raiser's Edge.
- Manage and report budget for stewardship activities.

Regular Giving

- The role holder will be responsible for leading and delivering a portfolio of fundraising activities within the overall Alumni and Supporter Engagement & Fundraising programme. Projects within the portfolio may be defined by specific objectives within the wider strategy, by specific audience, channels or platform. The assigned portfolio may change over time depending on the overall focus and priorities of the programme, on the wider data protection landscape, and to provide development opportunities for the role holder.

- These may include but are not limited to:
 - Programmes for the renewal and reactivation of direct debit donors.
 - Class gifts – project management of the class gift programme, including drafting copy, making approaches, building internal and external relationships, liaising with the bursar’s team.
 - Direct mail – project management of the direct mail programme, including drafting copy, sourcing case studies and images, data selection, print and distribution, appropriate digital surround and stewardship.
 - Telephone fundraising – project management, working with consultants, recruiting and motivating a calling team, honing projects, appropriate stewardship.
 - Giving Days – project management, working with consultants, working with the head of Alumni Relations on social media impact, honing projects and case studies, appropriate stewardship.
- Ensure all actions are recorded on Raiser’s Edge

Personal Fundraising

- Manage a portfolio of donors and potential donors.
- Solicit gifts to support the School’s strategic priorities
- Respond to supporter enquiries regarding philanthropy in a timely and appropriate fashion
- Identify new prospective major and principal donors, and where appropriate participate in co-management of specific individuals with capacity to make significant gifts.

Other

1. Actively follow all relevant UCS policies including ‘Equal Opportunities,’ Fire and Health & Safety regulation.
2. Attend support staff and academic staff meetings as and when required.
3. Undergo training as required and in-line with departmental objectives.
4. Regularly devise and assess Development and Alumni Relations Office processes to ensure the smooth running and effectiveness of the department with particular regard to Raiser's Edge.
5. Carry out any other duties within the scope, spirit and purpose of the job, the title of the post and its grading as requested by the DoD or Headmaster.

D PERSON SPECIFICATION

1. Educated to a degree level or equivalent is highly desirable.

Essential:

2. Ability to demonstrate experience in a target-driven environment, showing experience of meeting and exceeding financial targets.
3. Demonstrate experience in relevant environment (preferably in alumni relations, fundraising, public relations, secondary or higher education, marketing or charity environment).
4. Project management experience.
5. Outstanding verbal and written communication skills (magazine, brochure and web based writing experience essential).

6. Ability to demonstrate personal experience of working in a professional environment which demands excellent organisational and administrative systems and skills.
7. Evidence of personal focus on relationship-building and customer service.
8. Experience of managing individual contacts as well as institutional contacts.
9. Experience of using a CRM database (preferably The Raiser's Edge).
10. Self-motivated and goal/target orientated.
11. Ability to work outside normal working hours as required.

E TERMS

1. The salary for the post will be £35,000.00 per annum.
2. Benefits include a staff pension scheme.
3. Lunches are provided.
4. As the position involves working with children, an enhanced DBS check will be required.