



**APPOINTMENT OF
ALUMNAE AND
DEVELOPMENT MANAGER**

**CANDIDATE
INFORMATION PACK**



**SIR WILLIAM PERKINS'S
SCHOOL**

A photograph of two girls in school uniforms walking on a paved path in a school garden. They are wearing dark blue blazers, white shirts, dark blue sweaters, and blue and white plaid skirts. The background shows other students and a brick building under a tree with yellow autumn leaves.

WELCOME TO SIR WILLIAM PERKINS'S SCHOOL

It is our pleasure to introduce you to our wonderful school; a lively and welcoming community where every student is supported to achieve great things, and where curiosity, ambition and generosity thrive. At Sir William Perkins's School, students are at our heart. We expect the best from them, and in return they can expect the best from us. We provide teaching of the highest quality, where each individual is stretched and challenged and given the tailored support and attention required. We are a warm and friendly school: we know our students, their talents, hopes and aspirations, and we work with them to develop confidence, leadership skills and an ability to collaborate with others. With access to a diverse co-curricular programme, students are accomplished all-rounders with university statements studded with personal achievements and successes. Our students leave us in Year 13 with determination and clearly defined ambition, ready to make their mark on the world.

Sir William Perkins's School is a high-performing independent girls' school for approximately 600 students aged 11 – 18 years. The Head is a member of both HMC and GSA.

The school was founded in 1725 by a wealthy local Chertsey merchant to educate the town's children. The School moved to its present site in 1819 and became fully independent in 1978. It is located on an attractive 12-acre site situated on the outskirts of Chertsey, a two minute walk from the railway station and very near to the junction of the M3 and M25.



“
**EXCELLENT RESULTS
ACHIEVED WITH
A BIG DOLLOP
OF HUMOUR,
HUMANITY AND
FREEDOM OF
THOUGHT.**
”

The Good Schools Guide

OUR AIMS

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The School's Aims are to:

Inspire excellence in academic standards
Give the student the confidence to enjoy learning, the resilience to learn from mistakes and to cultivate good habits of work

Help each student:

Develop fully as an individual with integrity
Refine creative and practical skills
Gain the qualifications they need to embark on, and succeed in their chosen career
Think independently
Be a confident, responsible and unselfish member of the community

A SWPS student is encouraged to be:

Curious about their world and their future
Ambitious for themselves and for others
Generous with their thoughts, their gifts and their time

ABOUT US

academic reputation. The students are highly motivated and eager to learn. Significant emphasis is also placed on the broad and balanced curriculum, the wide-ranging co-curricular activities and the caring and supportive environment.

The ISI regulatory compliance inspection in September 2016 recorded that all eight parts of the standard were met and our report in the Good Schools Guide 2016 describes our "Excellent results achieved with a big dollop of humour, humanity and freedom of thought".

The October 2019 Inspection report said of the School community: "The quality of the pupils' academic and personal development is excellent. The pupils have high levels of attainment which are reflected in their performance in public examinations". They also commented that, "Pupils demonstrate strong self-knowledge, self-esteem, self-confidence, self-discipline and resilience, so that they are well prepared for the next stage of their lives".

The staff are thoroughly professional, highly qualified and knowledgeable, enthusiastic and passionate, support and have an appreciation of the breadth of the educational experience that is provided.

The school is characterised by a warm and welcoming atmosphere and mutually supportive approach. Expectations of staff are high but equally, personal workloads are carefully considered by the Senior Leadership Team. There are plenty of opportunities for further appropriate professional development and a generous inset budget. All staff are equally valued for their part in the overall success of the school and there is a strong sense of fun and humour.

The Governing body is keen to ensure that staff remuneration is competitive and are continually reviewing the package to ensure that SWPS can attract and retain outstanding staff.

Further information about the School and our most recent inspection report can be accessed at www.swps.org.uk





ABOUT THE ROLE



With the tri-centenary of the school approaching in 2025, Sir William Perkins's School recognises the importance of alumnae relations in the School's overall strategic plan. We are seeking to appoint an innovative and proactive Alumnae and Development Manager to assist in maintaining and cultivating strong relationships with our Perkonians and develop and grow the School's donor programme.

The Alumnae and Development Manager will report to the Director of Marketing and Admissions to strengthen relationships and build engagement, leading to increased philanthropic support. The role will have responsibility for management of alumnae communications, publications, events and the database.

This is a full-time, year-round position. The Alumnae and Development Manager will work closely with the Marketing and Events Manager and the member of staff with responsibility for Project 300: the School's tricentenary programme.

This is an exciting opportunity for an experienced Alumnae and Development professional, looking for the next major project to build on an already established network. The School has invested in an Alumnae database which will support the successful candidate to deliver on key strategic initiatives and donations in the lead up to - and beyond - the tricentenary celebrations.



ALUMNAE AND DEVELOPMENT MANAGER JOB DESCRIPTION

ACCOUNTABLE TO:
THE DIRECTOR OF MARKETING AND ADMISSIONS

This is not an exhaustive job description, and it is expected that the post holder may undertake such other duties as may reasonably be requested. For the avoidance of doubt, the duties and responsibilities contained within this job description may change from time to time according to the requirements of the role and it is not intended to have contractual effect.

This post is all year round and the post-holder will need to be prepared to be flexible in line with the needs of the School

MAIN DUTIES AND RESPONSIBILITIES

Alumnae Relations and Engagement

Find innovative ways of working with alumnae maximising engagement opportunities.

Develop and maintain the alumnae community website, overseeing content and maximising opportunities to engage with alumnae through the platform.

Establish and implement a communications plan for alumnae communication and engagement.

Oversee the production of a monthly e-newsletter, proofing and editing content for approval by the Head and Director of Marketing and Admissions. Ensure an end to end approach to joint activities between the Perkonian network and the School careers team, coordinating efforts to support career guidance, work experience, mentoring and other professional development initiatives for current pupils and Perkonians by fostering meaningful connections and mutually beneficial opportunities.

When required, attend key events where alumnae will be present to promote the School, facilitate sign-up to the School's alumnae database, and promote fundraising opportunities and campaigns.

Take overall responsibility for gathering Alumnae news and creating and sharing content across the School's digital channels with the aim of raising the profile of the Alumnae network and promoting the positive aspects of the Perkonian network.

Plan and devise compelling daily content for alumnae social media channels to enhance engagement across the community.

Donor Cultivation and Stewardship

Create customised engagement opportunities for donors, such as donor appreciation events, personalised thank yous and donor recognition initiatives.

Manage the coordination and execution of fundraising appeals aimed at encouraging regular and lower-level donations from alumnae, parents and friends of the School.

Develop and implement creative and cost-effective digital and offline donor journeys for the Regular Giving and lower-level individual donors to maximise relationships and lifetime value.

Lead on the delivery of a legacy fundraising programme, including regular review of print and digital resources.

Lead on supporter and prospect research, including alumnae and parents, as well as low-level attendee research ahead of events. Draft briefings for prospect meetings and events.

Events

Plan and execute an effective schedule of alumnae and development events and networking opportunities, working closely with the Marketing and Events Manager to deliver on these initiatives.

Work with the Marketing and Events Manager to deliver the planning, promotion and logistics of alumnae and development events.

Work with the Project 300 Lead and the Marketing and Events Manager to devise and deliver a programme of events and initiatives to engage the alumnae and current community in the Tricentenary celebrations.



Database

Ensure the ToucanTech database is kept up to date with all relevant information, donor journeys and actions, including all solicitations (mass and individual), thank you letters and emails.

Generate reports, create segments and produce mailing lists from our database to support campaigns, appeals, communications and events.

Manage the ongoing development of the digital archive.

Develop the database to maximise the level of engagement in the Perkonian network, including the ongoing development of archive material and promotion of the engagement of such. Undertake research to build profiles of our alumnae, ensuring that data is compliant with current data protection and GDPR legislation.

General

Provide essential administrative support to ensure the smooth operation of fundraising and alumni engagement activities, including gift administration, assisting with financial/budgetary tasks. Benchmark against industry best practices and provide ideas and recommendations to shape our strategy.

Contribute to personal and team development through attending relevant training courses, networking events and conferences.

Support the Marketing and Admissions Department at key times and at key events throughout the academic year.

COMMITMENT TO SAFEGUARDING

Sir William Perkins's School is committed to safeguarding and promoting the welfare of children and young people. Applicants must undergo child protection screening, including checks with past employers and the Disclosure and Barring Service.

CHILD PROTECTION

The post-holder's responsibility for promoting and safeguarding the welfare of all students with whom they come into contact, will be to adhere to and ensure compliance with the School's child protection policies at all times. If in the course of carrying out the duties of the post the post-holder becomes aware of any actual or potential risks to the safety or welfare of children in the School, they must report any concerns to the School's Designated Safeguarding Lead.



ALUMNAE AND DEVELOPMENT MANAGER PERSON SPECIFICATION

PERSON SPECIFICATION

Exceptional interpersonal and communication skills.

Meticulous attention to detail
Proactive and results driven.

Strong organisational and multi-tasking ability, including meeting deadlines.

Effective teamwork and collaboration.

Natural talent for building relationships.

Diplomacy and discretion handling confidential information.

Conscientious, proactive, self-motivated, and reliable, with the ability to prioritise workloads.

Ability to produce timely and accurate information.

QUALIFICATIONS

Essential

Educated to A Level or equivalent.

High standard of numeracy and literacy

Desirable

Certificate in Fundraising or equivalent.

KNOWLEDGE, SKILLS AND EXPERIENCE

Essential Experience

Providing first class customer service, with demonstrable relationship building skills.

Writing compelling and appropriate copy in a fundraising context.

Using a CRM database to manage relationships and extract data.

Experienced in all aspects of event management, including planning, marketing and logistics.

Used to delivering against agreed income targets.

Creating and executing multi-channel fundraising campaigns.

Developing effective and engaging digital donor journeys.

Telephone stewardship and fundraising.

Digital fundraising expertise, including successful income generating social media campaigns.

Previous experience of marketing communications with demonstrable verbal and written communication skills across a variety of media: printed publications, websites, presentations. Knowledge and experience of managing/developing social media channels for effective engagement.

Desirable Experience

Working in a school Development office

Knowledge

Strong IT skills

Working knowledge of GDPR, PECR and Fundraising Regulator's Code of Fundraising Practice.

Understanding of development/fundraising in the independent school sector.

Knowledge of Gift Aid rules and principles.

Thorough understanding of and ability to use Alumnae Databases, preferably Toucan Tech.



WORK WITH US

SIR WILLIAM PERKINS'S SCHOOL IS A FRIENDLY,
EXCITING AND SUPPORTIVE PLACE TO WORK.
THE SCHOOL OFFERS AN ATTRACTIVE RANGE
OF BENEFITS

BENEFITS

School-specific salary scale which recognises the qualifications, skills and experience of the candidate

Fee remission

Membership of group personal pension scheme with life assurance cover for non-teaching staff

Learning and development opportunities

Access to Employee Assistance Programme (EAP)

Free lunch during term time, when working hours permit

Limited staff parking and secure bike sheds

Free use of school gym at specified times

On site fitness sessions for a small fee

Strong tradition of on-going financial investment and development

Opportunities to travel the world through domestic and international trips and tours.

Library facilities open to all

Staff Social Committee



JOIN US

APPLICATION

Applications should include a personal statement and are made through the School's website at www.eteach.com/careers/swps/

Applications will be considered on arrival and the School reserves the right to interview and appoint before the closing date

LOCATION

Full details are available at www.swps.org.uk/contact-us

By Road

The school is conveniently situated on the A320 between Staines and Woking, with easy road access and Junction 11 of the M25 is within a few minutes' drive of the school

By Rail

Chertsey Train Station is a five minute walk away from the school





SIR WILLIAM PERKINS'S
SCHOOL

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