



Alumni and Development Manager

Job Description

Reporting Line: The Alumni and Development Manager will report to the Bursar.

DUTIES AND RESPONSIBILITIES

- To work with the Head and Bursar to set strategy for fundraising at the School through our alumni.
- To celebrate, promote and increase awareness and understanding of the School's purpose, profile and position in the local and wider area.
- To develop and write copy for engaging fundraising appeals for one-off and regular giving programmes.
- In discussion with the Head and Bursar, to plan, implement and run an engaging schedule of alumni events (including, for example, reunions, networking events, dinners, fundraising events etc.), working with colleagues across the School and with external suppliers.
- To conduct extensive analysis to maximise attendance at events, along with working with the Marketing Manager to produce marketing materials and using social media for development fundraising events.
- To ensure events are delivered to a high standard and within budget.
- To make our supporters feel like heroes and write thank you materials that highlight how our donors are making a real difference to Twyford and the society as a whole.
- To support The Twyford Society and other supporters, who may wish to host an event by marketing the event and signing up participants.
- To plan, implement and run events for former parents to help maintain their connection to the School.
- To provide appropriate follow up and evaluation of events to demonstrate impact.
- To support the preparation and delivery of the School milestone events (Leavers' service, Music Gala, Leavers' Dinners).
- To act as an ambassador for the School in customer-facing capacity during events
- To be responsible for the annual Development & Commercial budget submission, work within the allocated budget and ensure maximum return on investment.
- To liaise with a range of external suppliers and ordering a range of suitable branded items.
- To build and maintain excellent working relationships with The Twyford Society throughout the UK and across the world with a view to increasing participation and engagement with the School.
- To act as first point of contact for The Twyford Society enquiries and reply in a timely manner.
- To create relevant and highly engaging alumni communications (online and print) including the twice-yearly "Twyford Life" magazine, announcements, invitations and fundraising communications, in collaboration with the marketing team.
- To regularly update our alumni web pages, along with taking a fresh look at ways in which our alumni can use the site.

- To ensure that the alumni database (Toucan Tech) records are accurately and efficiently maintained, in response to enquiries, update forms, death notices, events and other correspondence.
- To identify opportunities for finding 'lost alumni' and growing the database of members of the School community.
- To ensure that the data usage is GDPR compliant and respects the School's Privacy Notice.
- To work with the Registrar to support the organisation of key admissions events such as Open Days, pupil assessment days and visits.
- To provide admissions cover when the Registrar is absent from School and at busy periods.
- To support the running of School events including those carried out by the Twyford Parents' Association.
- To provide back up support with day-to-day office administration

General expectations

- To carry out any other reasonable duties as requested by the Head or Bursar.
- To promote and safeguard the welfare of children.
- To comply with the School's Health and Safety Policy.
- To carry out any other reasonable duties as requested by the Head or Bursar.
- Contribute to the day-to-day running of the School and follow its policies and procedures, having due regard for the Health and Safety of self and others.

All staff are expected to:

- Follow and promote the School's code of conduct, safeguarding policy and procedures and to ensure the wellbeing of all pupils is their highest priority.
- Contribute to the day-to-day running of the School and follow its policies and procedures, having due regard for the Health and Safety of self and others.
- Take an active role in ensuring the realisation of the School Development Plan
- Treat each pupil and each other as individuals with courtesy and respect.
- Take part in relevant training programmes identified by the School.
- To work in a co-operative, diplomatic and flexible manner.
- To carry out any other reasonable duties as requested by the Head of Hub or Headmaster.

Note: This job description will be reviewed annually.

PERSON SPECIFICATION

- Experience
- A track record demonstrating initiative, innovation and proactivity
 - A resourceful and creative thinker who has the ability to think ahead
 - Strong interpersonal, verbal and written communication skills appropriate to this outward facing role.
 - Sound experience of writing quality copy for websites, along with producing engaging marketing materials / publications that appeal to a broad audience.
 - Experience of charity fundraising desirable but not essential.
 - Well organised and having experience of working on a range of events to a high standard.
 - Excellent knowledge and experience of using social media.
 - Able to work under pressure and meet deadlines whilst producing work that is accurate and of high quality.
 - Education sector experience beneficial but not essential.
- Skills
- Educated to degree level or equivalent.
 - Highly effective communication skills, and able to speak confidently to a range of stakeholders (including senior staff, parents and potential donors), in order to strengthen relationships.
 - Experience of maintaining a customer database along with proven IT skills.
 - The ability to work independently as well as part of a team, remaining highly organised and calm under pressure whilst meeting tight deadlines.
 - To be able to prioritise, multi-task, plan and problem solve and have excellent selling skills.
 - Excellent interpersonal and communications skills, with the ability to relate well and develop relationships with people on all levels.
 - Display excellent IT skills.
 - To be an effective and inspirational team member
 - To have the ability to provide professional support at all levels of the School
- Key criteria for success
- After 18 months in post, the successful candidate will have:
- Built good relationships with staff, as well as alumni and parent groups, and gained a thorough understanding of the School's ethos and values.
 - Devised and implemented effective systems and practices to manage and monitor progress in partnerships, prospect engaging and fundraising.
 - Made progress towards annual goals including establishing a regular giving programme and major donor prospect pipeline.
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