



St Andrew's Prep  
EASTBOURNE

### Job Description for Development Director

- Job Title:** Development Director
- Responsible to:** The Headmaster of Eastbourne College.  
Working closely with the Chief Operating Officer ('COO') and Director of Marketing and Admissions ('DMA').
- Job Summary:** The Eastbourne College (Incorporated) ('ECi') Development Director will have overall charge of alumni and benefactor relations for both schools in the Charity; manage communications and relationships with major donors; and have responsibility for building the Devonshire Society legacy programme. The Development Director will have a proven track record of fundraising and will work closely with the Director of Marketing and Admissions to develop relationships which span a lifetime. The current Strategic Plan sets out the ambition to build reserves to £30m to support bursaries and allow the Charity to target funds to those most in need. Building on an existing platform of success, the Development Director will set the strategic direction for the next phase of fundraising for this ambitious target and ensure the future security of ECi's educational purpose.

### The Schools

Eastbourne College and St Andrew's Prep, the schools within the Charity, provide education to children aged 9-months to 18 years. Both schools share the primary aim to educate children in a safe environment to lead happy, fulfilled lives. The schools provide a broad, modern and connected education that takes place in the classroom, the House, the games field, the assembly hall and the wider community.

We operate on the basis of shared values: pursuit of excellence, participation, integrity, kindness, courtesy, and looking after others. We aim for all pupils to enjoy learning, we encourage their creativity and inspire them to be ambitious and successful, including in public exams. We provide an aspirational and healthy environment for pupils to experience personal success as well as celebrate the achievements of their friends.

The Eastbournian Society, for which the Development Director has operational responsibility, brings together the Old Eastbournian Association (founded in 1895) and all those with a College connection. The Society supports Eastbourne College through the nurturing and development of relationships with a wide community whose common interest is in the success of the College. Many of the College's benefactors as well as prospective parents are drawn from this community, and so it serves as a valuable source of funds and pupils joining the schools. The Society provides a series of social and cultural events, as well as career and business-networking opportunities.

The Devonshire Society was created in 2002 and is Eastbourne College's legacy club. The Society has brought in over £4m since inception with bequests made to the College helping to fund bursaries, awards and scholarships, as well as providing funds for capital projects.

The College is fortunate to be supported by the Arnold Embellishers, a society with 140+ members drawn from OEs, parents, staff and friends of the College whose subscriptions help to improve the life of the school in imaginative ways through a variety of 'embellishments', which the Governors, Headmaster and COO might not feel essential or affordable.

The Old Androvian Society is an integral part of St Andrew's Prep and maintains links with Old Androvians locally and further afield. An annual newsletter is complemented by regular electronic updates and an annual lunch encourages 60+ OAs back to the school to see the developments and keep them informed of, and ensure they feel involved with, future plans.

The Friends of St Andrew's Committee provide an important role within the prep school, providing a warm welcome to parents who are new to the school, organising and running events throughout the year as well as raising funds for local charities and to assist with school projects.

### **Primary responsibilities:**

- i. To set the strategic direction for the next phase of fundraising and to formulate, organise and direct any appeal campaign as requested by the Headmaster and Board of Governors
- ii. To maintain and improve communications with alumni across both Eastbourne College and St Andrew's Prep and current and former parents on an international, regional and local scale
- iii. To direct, organise and administer the Old Androvian Society and work closely with parents through the Friends of St Andrew's Committee
- iv. Working closely with the Eastbournian Society Committee, to direct, organise and administrate the efficient running of the Society, including the website, and in doing so maximize recruitment into the Society, participation in its activities, and through this the connections and benefits available to the school.
- v. Merge the functions of the Old Androvian Society and Eastbournian Society to create a single development office serving the two schools of Eastbourne College (Incorporated)
- vi. To nurture and develop relationships with Devonshire Society Members (legacy club) and other potential supporters of the Charity to nurture both small continuous giving as well as relationships with major donors
- vii. Sit on relevant committees and attend meetings of the various societies to help drive further alignment and engagement towards effectively achieving the Charity's aims and objectives
- viii. To raise funds in support of the Charity (307071) and specifically for the Bursary Fund
- ix. To maintain a strong relationship and open dialogue with the Arnold Embellishers

In fulfilling these responsibilities the Director needs to:

- Organise, develop and deliver a communications plan working closely with the marketing team, supported by the Database and Communications Administrator for the Eastbournian Society and the OA Administrator. The current plan includes publication of an annual Eastbournian Society and OA magazine; monthly emails, bulletins and news stories; and updating the Eastbournian Society website.

Communications are intended to:

- o Strengthen members' affinity with the schools and increase participation
- o Promote and improve the profile of both schools within the existing alumni societies and wider community and to encourage those who are so minded to recommend the school

- Assist in the recruitment of pupils through these activities hence the need to work with the DMA
  - Raise funds for the Charity.
- Oversee, organise and host Eastbournian and Androvian Society events. With the help of the events manager coordinate a programme of events to support the wider strategic aims. This will include a significant programme of social events, career networking events and cultural trips, including hosting London, regional and overseas gatherings.
  - Liaise with the committees of the OE Sports Clubs, and the College Directors of Sport, encouraging wider alumni participation in sports groups and providing a link between alumni and the school.
  - Nurture and develop relationships with members of the Devonshire Society. Organise and host the annual meeting and lunch on Foundation Day for benefactors and members of the Devonshire Society. Recruit new benefactors who wish to leave a legacy to the Charity and provide appropriate literature to recruit and inform the society.
  - Develop and implement a programme of engagement with major prospects and stewardship of donors involving the Headmaster, senior management team and governors as appropriate.
  - Manage the Foundation Office team (including volunteers), set and maintain oversight of the Department's budget, the database and all internal office systems, observing the requirements of general data protection regulations (GDPR).
  - Work with the Archives team to manage the link between Old Eastbournian and Old Androvian nostalgia, archives and donations to the school.
  - The post holder's responsibility for promoting and safeguarding the welfare of children and young persons for whom s/he is responsible, or with whom s/he comes into contact will be to adhere to and ensure compliance with the School's Safeguarding and Child Protection Policy Statement 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 s/he must report any concerns to the School's Designated Safeguarding Lead or, if he/she is the School's DSL, to the Headmaster and relevant agencies.

The Director is assisted by the marketing team who oversee the Charity websites and control editorial content, the events manager within the marketing team who coordinates and organises events across the Charity, the Old Androvian Administrator and the Database and Communications Administrator for the Eastbournian Society. The Director is responsible for the management of the Old Androvian Administrator and the Database and Communications Administrator for the Eastbournian Society.

The successful candidate will be driven, show initiative and possess strong interpersonal skills, key to building and nurturing relationships across the Charity with all stakeholders and within the wider community. An awareness of fundraising in a digital world would be beneficial to reach new audiences and broaden engagement whilst nurturing (and without alienating) those who appreciate more traditional means of communication. A proven track record in fundraising within an educational environment is preferred but not essential.

## Salary and Conditions

Hours of work: 40 hours per week. Hours are likely to be 8:30am till 5:30pm Monday to Friday although the successful applicant will be expected to work such hours as are necessary to meet the job specification. Flexibility in hours is required and in order to meet the demands of the post, the person may be required to work to support evening and weekend events. The Charity is open to flexible working.

Salary: c. £55k - £70k depending on skills, qualifications and experience. The successful applicant will be remunerated at a level representing their skills and qualifications. Specifics of this can be discussed at interview.

Holidays Five weeks' holiday per year plus Bank Holidays. Attendance will be required on Bank Holidays that fall during term time, for which time off in lieu will be given.

Pension: After three months' service, the successful applicant may be automatically enrolled into the Eastbourne College WorkSave Pension Scheme (details are available from the HR Department), depending on level of earnings. The Charity will contribute five per cent of gross salary and the successful applicant will be expected to contribute three per cent. Employees may choose to opt out of the pension scheme.

Other Benefits:

- Life cover of three times salary.
- Free lunch during normal working hours.
- Free use of Charity facilities i.e. gym, swimming pool, library.
- Annual pay review.

## Safeguarding statement

The Charity is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. The appointment is subject to an enhanced DBS check, pre-employment medical questionnaire and positive references.

The Charity is a non-smoking establishment and an equal opportunities employer.

## How to Apply

To apply, please visit [www.eastbourne-college.co.uk/contact/employment-opportunities/](http://www.eastbourne-college.co.uk/contact/employment-opportunities/) and click the **Apply Now** button to complete the mandatory application form.

A letter of application (addressed to the Headmaster), evidencing your suitability for the post against the job description and person specification described above, and an up-to-date CV should be uploaded with this online application form.

For further information please contact [hr@eastbourne-college.co.uk](mailto:hr@eastbourne-college.co.uk)

All applications must be received by noon on **19<sup>th</sup> February 2021**

All candidates will be contacted shortly after the closing date with interviews taking place at the College thereafter.

January 2021