



## RECRUITMENT FOR ALUMNI AND COMMERCIAL MANAGER

*Twyford School is a successful co-educational, independent day and boarding prep school for pupils aged two to thirteen. Situated in the village of Twyford, near Winchester, the School is set within a truly enviable position of 23 acres of mature grounds, with a beautiful Queen Anne country house as its centrepiece. Surrounded by stunning Hampshire countryside, the School prides itself on being one of the oldest prep schools in the country.*

If you have a passion for creating far reaching opportunities for young people, this newly created position brings many rewards and an exciting opportunity to join a small team of dedicated professionals. The main aims of the role are to celebrate and promote awareness of the School by developing an extensive network of stakeholders, to support and strengthen the School's alumni network, to raise philanthropic and major development funds and to play a pivotal role in the set-up and management of the School's commercial opportunities.

The successful applicant will be outgoing, professional, and approachable and will be looking for a role they can make their own.

## DETAILS OF POSITION

**Core hours:** Permanent, part-time. 22.5 hours per week with an occasional requirement to work evenings or weekends to support Open Days and key School events.

**Salary:** £34-£35,350 per annum pro rata (£20,400 – £21,210 pa actual)

**Holiday:** 25 days plus bank holidays pro rata (actual 15)

**Start Date:** As soon as possible

**Reports to:** The Bursar



### Development / Fundraising / Events

- 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.



## Commercial

- To identify and develop sustainable (non-fee) income streams and maximise the School's non-fee earning potential.
- To manage the residential lettings of our recently acquired first-class boarding facilities.
- To work closely with the Estates Manager and assist with the management of the hiring of the School's facilities.
- To liaise effectively and efficiently with the Estates team to ensure regular maintenance and development can continue alongside income generation activities.

## Twyford Society & Alumni

- 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.

## Administration

- 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

- To take part in any training programmes as identified by the School.
- 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 the School's safeguarding policy and procedures and to ensure the wellbeing of all pupils is their highest priority.
- Take an active role in ensuring the realisation of the School Development Plan
- Treat each pupil and each other as an individual with courtesy and respect.
- Take part in relevant training programmes identified by the School.

## 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.
- Salesforce experience beneficial but not essential.
- 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.
- Set up and developed the School's commercial lettings opportunities.



## TERMS AND CONDITIONS

### SALARY AND BENEFITS

- Commensurate with experience and skills, based on the School's salary scale.
- Contributions will be made to the Twyford School Pension Scheme.
- If relevant, a generous staff fee remission will be offered to the children of the successful candidate, subject to the School's usual admission criteria being met.
- We offer free lunches during term-time and free biscuits/tea/coffee all year round.
- Parking is provided onsite.

### JOB DESCRIPTION REVIEW

- This job description will be subject to regular review and may be subject to amendment or modification at any time after consultation with the post holder. It is not a comprehensive statement of procedures and tasks but sets out the main expectations of the School in relation to the post holder's professional responsibilities and duties.
- A formal contract detailing the terms and conditions will be drawn up on appointment.

## APPLICATION PROCEDURE

We hope that you will now be ready to apply. Applications should be emailed to [hr@twyfordschool.com](mailto:hr@twyfordschool.com).

**The deadline for applications is 1700 on 15<sup>th</sup> October 2021.**

Applicants should provide:

- A fully completed application form
- A letter of application addressed to Mr Andrew Harvey, Headmaster

Applicants must be willing to undergo pre-employment safer recruitment checks in accordance with the Department for Education's Guidance on Keeping Children Safe in Education. It is an offence to apply for this role if the applicant is barred from engaging in regulated activity relevant to children.

All applications will be acknowledged by email. If you have not received an acknowledgment within two working days of sending, please contact Carolyn Godrich, HR Manager by telephone on 01962 670734.

Shortlisting will take place w/c 18<sup>th</sup> October 2021.

**Interviews will be held at the School w/c 1<sup>st</sup> November. There will be an opportunity to tour the School on the day of interview.**

The School:

- Values diversity and is committed to equality of opportunity.
- Has a responsibility to ensure that all employees are eligible to live and work in the UK.
- Will take up references on shortlisted candidates.



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