

Job Description

Job Title:	Head of Communications, Fundraising and Development
Reports to:	Co-Headteachers
Hours/Weeks:	36 hours per week x 52 weeks per annum (to be worked flexibly).
Salary Scale:	PO3 (£34,590-£37,476)

Main Objectives

- To support the Co-Headteachers in the implementation of the School Improvement Plan
- To manage Fortismere's communication with stakeholders and the wider community through a range of platforms
- To promote Fortismere to a variety of audiences
- To develop, lead and deliver Fortismere's fundraising strategy
- To identify, cultivate and work with key donors
- To manage fundraising events that are separate to the FSA

Contract:

- Full-time contract over 52 weeks - which may involve some working outside normal hours without additional remuneration.

Specific duties and responsibilities

Communication and marketing:

- To develop, with the Co-headteachers and Chair of Governors, a strategic overview of the school's communications
- To ensure that strategy is implemented effectively
- To manage, edit and disseminate Fortismere's internal communications (The Daily Update and Fortissimo) and external communication (The Newsletter)
- To promote school activities and events
- To provide advice and facilitation on media handling
- To support the Co-headteachers in communications relating to the implementation of the School Improvement Plan
- To maintain, develop and promote the school's internet and intranet sites, ensuring that content is accurate, up to date and well presented, and monitoring and reporting on website usage and performance
- To manage and develop the school website, internet and intranet ensuring that they are up-to-date, informative and according to best practice
- To collate and manage all editorial content of the website
- To update information about the school on external websites and directories
- To assist the school in developing its social media presence, for example Twitter
- To liaise with the national and local press to promote the school and respond to requests
- To design and produce marketing materials (school prospectus, brochures, posters, flyers etc.) for the school's programmes, liaising with relevant staff to update content as necessary and sourcing student and alumni testimonials
- To oversee the school's publicity stands and other event support material, including attending events when appropriate

- To manage the stock of all marketing collateral and creating systems to identify when stock needs to be replenished
- To develop and maintain excellent editorial standards, reflecting the vision of the school and enhancing its reputation

Fundraising:

Strategy

- Working closely with the Co-headteachers and the Resources Committee, build on and implement appropriate donor development and contact strategies. This should include, but not be limited to legacy and major gifts, targeted appropriately at all donor constituencies, in order to meet agreed targets, which can be internally and externally communicated.
- Identify major donor prospects in each area of the school (ie current parents year by year) and beyond the school (past parents, pupils and other friends). Develop strategies for the on-going project management of these contacts and prospects.
- Keep up-to-date on developments in fundraising practice and related matters and communicate the same on a regular basis to the School Business Manager (Finance), the Resources Committee and the other governors meetings, as relevant.

Project management

- Take the lead on specific projects, focusing primarily but not exclusively on major donor prospects to increase substantially the Development Fund as an integral part of the school, taking responsibility for all aspects of project development, project management and delivery.
- Work across all projects representing the school, dealing directly with donor prospects at a senior level.
- Work with the School Business Manager (Finance) in identifying and writing bids
- Work with the Senior Leadership team and other key players externally to support fundraising activity, including identifying the appropriate people to foster donor relationships.

Engagement and regular giving

- Generate regular streams of unrestricted income through targeted and proactive appeals to parents, alumni and other members of the local and wider community.
- Build on existing networks in the areas of grant-making, legacies, corporate and individual philanthropy, and commission and/or undertake relevant research in order to understand better potential donors' attitudes and needs to influence future campaign planning.
- Manage and develop an effective communication programme to keep connected with donors.
- Ensure that appropriate systems and procedures are in place to manage fundraising campaigns effectively and to maintain and administer legacies and regular donations.

Management of the Development Function

- Ensure that the school is kept informed of the work of the Director of Development, fostering mutual trust and a beneficial relationship.
- Ensure that databases are kept up-to-date and work with senior leadership and the Development Committee to keep alumni in touch with the school to facilitate the more effective functioning of development work in the school.
- Ensure that the appropriate systems are in place for gift administration, gift acknowledgement and stewardship of donors at all levels.
- Manage and monitor the expenditure budget and, with the School Business Manager, plan future expenditure budgets, providing regular reports to the Senior Leadership Team and the Development Committee.
- Work closely with the School Business Manager (Finance) to manage the process of tax redemption efficiently and be informed about all types of tax-efficient giving in the UK and overseas.

Promote the interests of the school

- Promote the interests of the school to all donor constituencies, including departments/functions within the school, former staff, staff, parents, former parents and friends of the school.

General

- At all times, work within the school’s policies and procedures, and ensuring compliance with the School’s Health and Safety Policy, the School’s Child Protection procedures and the Health and Safety at Work Act.

April 2018

Signed: _____ Date:

Signed: _____ Date: