



The Purcell School
for young musicians



Director of Development (Full-time)

INFORMATION FOR CANDIDATES



INTRODUCTION

Celebrated throughout the world as a centre of musical excellence, The Purcell School is the most vibrant, exciting and exhilarating place to work or study. We are a close-knit community dedicated to nurturing some of the world's most talented young musicians and we recognize the unique privilege it is to work with these incredibly gifted students.

Our students are the liveliest, most committed and self-motivated young people you could hope to meet. Every day, the School's corridors echo with the sound of extraordinary music as our students prepare for one of the 150 concerts we present every year, both here at School and in the most prestigious venues in London.

It is a working environment quite unlike anywhere else! We want our students to be challenged and inspired by every aspect of their experience here, and we support and encourage staff to achieve this. Academic classes are small, behaviour is excellent and the opportunities for innovative and creative teaching practice are limitless.

If you are committed to providing an outstanding student experience and prepared to play a full part in the life of this extraordinary place, The Purcell School offers you the opportunity to join an exceptional team, serving truly exceptional students in a totally unique environment. I very much hope you will consider making an application to join us.

Kind regards,

Paul Bambrough
Principal

ROLE DESCRIPTION

Director of Development

We are seeking to appoint a dynamic senior fundraiser to this exciting new role. As a key member of the Senior Leadership Team (SLT), you will set a clear strategic fundraising direction. You will drive ambitious, achievable targets for income streams aligned to the school's vision, mission and strategic goals. This will include developing and implementing fundraising strategies across new and existing income streams including High Net Worth individuals, CSR from corporates, major donors, trusts and individuals.

You will lead the annual fundraising planning process working with the SLT and Governors to produce effective strategies to achieve income targets across a range of revenue streams focussing on sustainable and reliable unrestricted income generation.

You will establish and implement digital platforms as a basis for growth in individual giving and community fundraising.

Championing the supporter journey and digital innovation, you will ensure an excellent supporter care programme is developed, keeping up to date on key trends, best practice and fundraising law.

Your experience of developing and using data insights will enable the effective measurement of the impact of campaigns to allow continuous improvement.

As an Ambassador for The Purcell School you will work flexibly to attend external events to promote its work and encourage support and donations

You will manage a small existing fundraising team, agreeing objectives, work plans and managing performance targets.

If you are energetic, ambitious and creative; if you are an experienced boarding and/or pastoral practitioner and genuinely enjoy the company of young people, this would be a fantastic opportunity for you!

TERMS AND CONDITIONS

This is a full-time post (37 hours per week) working 52 weeks per year with 6 weeks paid annual leave.

The salary will be in the region of £65,000-£75,000 pa, dependent on experience, with contributory pension scheme.

There is a sixth month probationary period, with notice of one term on either side, after which the post will be confirmed, with a notice period of two terms. This post is subject to regular appraisal.

Please note that previous applicants need not apply.



HOW TO APPLY

If you wish to apply, please complete the **Schools Application Form** (available on our website) and send it with a supporting **Personal Statement** to the Principal as soon as possible. Please do not send a separate curriculum vitae. The closing date for applications is 31st October, 2021. Personal statements should outline your relevant experience and evidence your achievements.

The selection process will include an interview and presentation. Candidates will be required to bring evidence of identity and qualifications to the interview. We will interview shortlisted candidates, in school, during November.

Applications should be made to the Principal by email to recruitment@purcell-school.org or by letter to:

Mrs Shirley Clark, PA to the Principal

The Purcell School, Aldenham Road, Bushey, Hertfordshire, WD23 2TS

If you have any questions which this document does not cover, please email them to our HR Manager, Mrs L Abraham L.abraham@purcell-school.org

CHILD PROTECTION

The Purcell School is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment. All applicants should read the Schools Child Protection policy, which is available on our website.

Shortlisted applicants are required to declare any criminal convictions or cautions, or disciplinary proceedings related to young people. Applicants must be willing to undergo child protection screening appropriate to the post, including records checked and processed through the Disclosure and Barring Service (DBS).

EQUAL OPPORTUNITIES

The Purcell School is an equal opportunities employer and welcomes applications from appropriately qualified people regardless of gender, marital status, sexual orientation, race, ethnic origin, colour, nationality, religion, disability or age. Candidates will be assessed against relevant criteria only (i.e. skills, qualifications, abilities, experience) in selection and recruitment.



JOB SPECIFICATION

The Purcell School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment

JOB TITLE: Director of Development

- Reporting to the Principal

FOR THE ROLE

Strategy and Planning

- To set clear strategic direction and drive ambitious, achievable targets for all income streams aligned to the school's vision, mission and strategic goals
- To develop and implement fundraising strategies across new income streams
- To lead the annual fundraising planning process working with the Senior Leadership Team and Governors to produce effective strategies to achieve income targets across a range of revenue streams focussing on sustainable and reliable unrestricted income generation

Financial Planning and Budget Management

- To produce cost-effective budgets to achieve action plans
- To develop and maintain income and expenditure tracking and evaluation systems
- To ensure that the Fundraising Department is kept within budget

Fundraising

- To build on areas of High Net Worth and CSR in regards to income generated from corporate, major donors and trusts
- To develop new contacts and relationships with potential supporters of the school
- To manage relationships with Trust Funds and identify new opportunities
- To assist in maintaining the fundraising database to ensure that records are accurate
- To manage the Friends of The Purcell School Scheme and develop fundraising initiatives with the alumni community
- To lead on the development of new funding streams
- To develop and use data insights to create and measure the impact of campaigns
- To establish and implement digital platforms as a basis for growth in individual giving and community fundraising
- To champion the supporter journey and digital innovation, ensuring an excellent supporter care programme is developed, keeping up to date on key trends, best practice and fundraising law
- Represent The Purcell School at external events to promote its work and encourage support and donations

Senior Management

- Income and expenditure budget planning and management
- Advising the Principal and members of the SLT on the availability of funds and the viability of obtaining funds to support campaign initiatives
- Attending Governor meetings to report and give advice on fundraising matters

Staff Management

- Manage a Fundraising Manager and Fundraising Assistant, agreeing objectives and work plans

Other

- To participate in School Inset meetings
- To assist at whole school events

PERSON SPECIFICATION

Experience & knowledge

Educated to degree level (or equivalent) with a relevant professional qualification in fundraising (or equivalent)
Extensive strategic fundraising experience at a senior level including Trust fundraising and developing a fundraising strategy to maximise income growth
A track record of successful fundraising including individual, major and corporate funding and understanding of key fundraising markets
Experience of developing and managing relationships with key donors
Experience of building a strong brand and raising the profile of an organisation
Proven experience in financial management, including developing forecasts, budgets and monitoring expenditure.
Evidence of continued professional development
Experience of data analysis, IT and research to support fundraising growth

Ability & Skills

The ability to represent the school and promote its fundraising strategy and profile internally and externally with a strong understanding of strategic communications
The ability to prepare strategic plans, budgets and detailed action plans
The ability influence stakeholders including Governors, donors, staff, parents and others
The ability to develop and expand digital fundraising
Knowledge and experience of Raiser's Edge or similar fundraising and relationship management database
Excellent planning, organisation and project management skills
Strong IT skills with experience of using databases (experience of SIMS is desirable)
Experience of managing and developing a team to meet targets and achieve excellence

Personal Attributes

To have an interest in music and assisting young people to achieve their potential
Flexibility and willingness to provide an outstanding supporter care experience including working occasional evenings and weekends.
Gravitas and credibility to represent the school's fundraising department internally and externally
Driven by enthusiasm, energy and imagination; with the ability to inspire others to achieve the school's strategic fundraising objectives
Innovative and creative with an entrepreneurial approach
Ability to lead and motivate a team
Able to work autonomously