Information for candidates

Alumnae Engagement Manager
King Edward VI High School for Girls (KEHS) is one of the most successful girls’ schools in this country with outstanding academic results and a large programme of extra-curricular activity. The School was founded in 1883 and counts the actress Lindsay Duncan and the BBC Correspondent Reeta Chakrabarti amongst its alumnae. The School is an independent day school with 602 girls aged 11-18 and is part of the King Edward VI Foundation, which has nine schools in Birmingham. It is situated on a beautiful 50-acre campus in Edgbaston, which it shares with King Edward’s School.

At KEHS, we aim to offer an outstanding education for able girls who like original ideas and new challenges. Staff are passionate about their subjects and seek to inspire a love of learning for its own sake. Pastoral care is important to us as we seek to educate girls, supporting them to become confident, resilient young women. Girls combine a rigorous academic education with a huge range of high quality extra-curricular activities.

The School’s purpose is undoubtedly the pursuit of excellence in all that it does, but it is of equal significance that this excellence should be accessible to able pupils, whatever their family background or financial situation. The School reflects very closely the diverse racial mix of the city itself and attracts pupils from beyond Birmingham. At the moment, 20% of pupils have some kind of financial support and almost 10% pay no fees at all. The funds for this are provided by the King Edward VI Foundation and through the generous donations of alumnae and other organisations.

**Academic success**

KEHS regularly ranks as one of the top performing academic girls’ schools in the country. Academic standards in the School are extremely high – this year’s GCSE results saw 92% A*/A and/or 9-7 grades; 1 in 5 results were at Grade 9 or A* and 49% of students achieved at least 8 top grades. At A-level 92% of grades were at A*-B and 33% at A*. The School has a long history of sending girls to the very best universities including Oxford and Cambridge; this year, 14 students gained places at Oxbridge. The School was rated ‘excellent’ by the Independent Schools’ Inspectorate in 2010 and has been ranked as one of the top 10 best value independent schools in 2017.
**Extra-curricular activities**

We believe it is important to offer girls a rounded education, helping them to learn a range of skills for the future, in Higher Education and employment.

There are over 70 extra-curricular activities on offer each week ranging from Chess to Model United Nations to Ultimate Frisbee.

The School produces music and drama of an exceptional quality, with a biennial performance in the Symphony Hall in Birmingham. These activities were enhanced still further by the construction of the Sir Paul and Lady Ruddock Performing Arts Centre, a joint £11 million facility with King Edward's School, which opened in 2012.

There are many opportunities for students to perform, whether in the Junior or Senior Productions, or simply to take part in Drama Clubs. Our musicians can perform in concerts as part of a range of orchestras or smaller ensembles, or in the less formal Performance Platforms, attended by peers and family members. The Dance Production is an annual highlight with over 150 participants each year.

There is also a large range of sporting opportunities and many teams compete at regional and national level in hockey, netball and rounders along with other sports including water polo, fencing and Ultimate Frisbee. The School has its own Sports Hall, gym and swimming pool, which were recently refurbished, with hockey and netball pitches on site.

We organise a wide variety of educational visits and trips, from language exchanges to Spain, Italy and Germany, to music and sports tours, with more local visits to museums such as the National Space Centre in Leicester and field trips to Malvern and Dorset. Students also attend lectures at Birmingham University and we are pleased to welcome visiting academics and alumnae to offer talks and lectures to the girls.

Further details about the School can be found at: [www.kehs.org.uk](http://www.kehs.org.uk)
Although some of the staff and work is shared, there are actually two offices (one based in King Edward VI High School for Girls and the other at King Edward’s School) and most events and communications are branded separately. The office is staffed jointly by the Development Director, Database Manager and the Development Officer, who work across both schools. In addition, the OEA Events Manager is based at King Edward’s School and the Engagement Manager is based at KEHS. The office also works closely with the Admissions Registrar at KEHS. Each office has two key responsibilities:

**Fundraising**

The KEHS office has raised £1.7m since 2014 and has already supported an additional 19 Assisted Places at the school. We are now working to ensure that we meet the target of our Delyvere Campaign (five additional Assisted Places each year) and secure continued support in the years to follow. We have an active regular giving programme, supported by a regular telethon and legacy giving programme. The majority of funding comes from major donors and corporate trusts.

**Alumni relations**

We are also responsible for keeping former pupils, parents and staff in touch with each school and each other through a comprehensive events and communications programme. We run 30 events each year across both schools including reunions, dinners, drinks receptions, lectures and concerts. Over 1,000 people attend these events every year. We communicate with our former pupils via our website, Facebook pages, annual magazines and quarterly e-newsletters.

**The KEHS Trust**

We have set up a separate charitable trust to receive donations on behalf of the school: The King Edward VI High School for Girls Trust. This is a separate registered charity with several trustees, most of whom are former pupils of the school, and The Trust receives all donations on behalf of the school. Further information can be found at www.oldeds.kehs.org.uk/about/the-kehs-trust.

**The Foundation**

The Foundation is responsible for ten schools within Birmingham, including the Independent Schools and the King Edward VI Academy Trust. Further details about the Foundation can be found at www.schoolsofkingedwardvi.co.uk.

**Birmingham Girls’ Old Edwardian Club**

The Birmingham Girls’ Old Edwardian Club (BGOEC) has historically been responsible for maintaining the network of former pupils, organising events and sending out publications. However, in recent years, the Development & Old Edwardian Office, working very closely with the BGOEC, has started to take on much of this work on their behalf. All alumnae have the opportunity to become members of the BGOEC free of charge. For more information, visit www.oldeds.kehs.org.uk.
The Role

King Edward VI High School for Girls (KEHS), one of the best girls’ independent day schools in the country, seeks an Alumnae Engagement Manager to join our successful Development team.

This is a particularly exciting time to join an award winning office in the 130th anniversary year.

1. The post

1.1 Overall description of the role

The Engagement Manager will work alongside and report to the Development Director and will be expected to play a leading role in alumnae relations and raising funds for the Assisted Places Campaign.

The Engagement Manager acts as the main point of contact by post, email and telephone for Old Edwardians and stakeholders. The role will involve managing the programme of events and communications and the Old Edwardian Careers Network. The role is very varied and will also include helping to re-establish contact with ‘lost’ Old Edwardians, undertaking research and developing fundraising materials.

The Engagement Manager will also have particular responsibilities for fundraising, including leading the regular giving programme and developing legacy giving at the school. The Engagement Manager will take the lead on Telephone Campaigns at King Edward VI High School, working closely with the Database Manager. The Engagement Manager will work closely with the governors and staff, as well as a number of alumnae and development committees and other volunteers.

1.2 Key responsibilities

General:

- Acting as the main point of contact for all queries from Old Edwardians and stakeholders by telephone, post and email. Building a relationship between them, the Development Office, The KEHS Trust and the School.
- Day-to-day management of the office budget, ensuring all invoices are recorded, processed and paid on time.

Data

- Working with the Database Manager and the Development Officer to locate and then contact Old Edwardians whom we have lost touch with.
- Keeping the database up-to-date with changes made by Old Edwardians to their contact details.
- Minor cleansing of data as required, for example merging duplicate records.
Events

- Planning and managing the programme of events for Old Edwardians, former parents and former staff, including the processing of all bookings, and liaising with suppliers, venues and contacts for all events.
- Managing the events on the day to ensure they run smoothly.

Communications

- Management of all printed communications including the two annual magazines and the campaign report, and all printed fundraising materials. This will include sourcing, writing, editing and proofreading articles, and liaising with companies (designers, printers, mailing houses, etc.).
- Management of all online communications, including the Old Edwardian website, and all social media for the Trust and Old Edwardian Club.
- Management of the quarterly Old Edwardian e-newsletter, including sourcing and writing articles.
- Ensuring that communications form part of a wider engagement strategy.
- Ensuring that all communications are correct and sent at the right time to the right audience.
- Maintaining the authenticity of Old Edwardian Club and KEHS Trust branding across communications.

Merchandise

- Choosing the types of merchandise available for sale and ensuring enough stock is held.
- Processing all merchandise payments made online, by email and post.
- Packaging and posting merchandise, ensuring it is sent out promptly.
- Ordering and preparing all materials for the Leavers’ Bags.

Careers

- Liaising with the Careers Advisor to create a set of policies for operating the Careers Network with pupils.
- Managing the OE Careers Network, which will include processing requests for careers support.

Fundraising

- Working with the Development Director and Database Manager to maintain and increase giving to the Annual Fund. Managing the stewardship of donors to the Annual Fund.
- Maintaining and developing the Legacy Giving programme. Managing the stewardship of legators and, where necessary, their relatives.
- Running the annual telephone campaign at KEHS including leading the recruitment, training and line management of student telephone callers.
- Assisting the Development Director with the establishment, launch and management of our trust, foundation and corporate fundraising programme (including a city wide initiative to encourage Birmingham-based charities and companies to support Assisted Places).
- Reviving the team of student volunteers who help generate content for our publications and social media. This may be run as a ‘lunch time club’.
Management and leadership:

- Attending a number of committee and trustee meetings, including those of the BGOEC (who oversee the alumnae relations strategy) and The KEHS Trust (who oversee the fundraising strategies), and working closely with these groups.
- Organising and coordinating the annual meeting of the External Relations Committee (who oversee the coordination of Development with other areas of the School, such as Marketing and Admissions).

Other:

- Any other duties as may be reasonably required by the Development Director or Principal. It is important to note that this is a varied post and so this job description may well develop in line with the emerging needs and priorities of the school.

2. **The qualities and key skills required**

The ideal candidate would be expected to show evidence of many of the following skills and qualities. The following table demonstrates qualities that would be considered essential or desirable and how these will be tested during the recruitment process.

**Experience and Knowledge** (tested in covering letter, application form and at interview):

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<th>Essential</th>
<th>Desirable</th>
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<tr>
<td><strong>IT</strong></td>
<td>Proficiency in standard office software.</td>
<td>Experience of working with the Raiser’s Edge database. Experience of managing a website with relevant software.</td>
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<td><strong>Events</strong></td>
<td>Experience of managing multiple events.</td>
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<td><strong>Communications</strong></td>
<td>Experience of managing publications, including writing articles, and working with third party service providers.</td>
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<td><strong>Fundraising</strong></td>
<td>Experience of fundraising or transferable skills from a similar profession (e.g. sales, professional services).</td>
<td>Proven ability to secure gifts. Experience of telephone, direct mail and legacy fundraising.</td>
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<td><strong>Leadership</strong></td>
<td>Vision, energy and the ability to motivate and develop the skills and experience of others.</td>
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<td><strong>Management</strong></td>
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<td>Experience of managing groups or committees.</td>
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<td><strong>Education</strong></td>
<td>A good general level of education to degree level.</td>
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The Role

Skills and abilities (tested in covering letter, at interview and in skills tests):

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<td><strong>Interpersonal</strong></td>
<td>The ability to develop and manage relationships with a wide range of people, becoming an active part of the community.</td>
<td>Experience of working in a school environment with parents, staff, pupils and governors.</td>
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<td><strong>Presentational</strong></td>
<td>The ability to address and engage an audience or individual with confidence, authority and clarity.</td>
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<tr>
<td><strong>Written communications</strong></td>
<td>The ability to write messages that are clear, convincing and inspiring.</td>
<td>Experience of writing and managing mass communications by letter and email.</td>
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<td><strong>Creativity</strong></td>
<td>The ability to come up with new and engaging ideas for all areas of the role.</td>
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<td><strong>Organisational</strong></td>
<td>Attention to detail and deadlines. The ability to manage multiple projects over long periods.</td>
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Attitudes (tested at interview):

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<td><strong>Engagement</strong></td>
<td>An understanding of, and belief in, the aims and ethos of independent education in general and of the school. A belief in the aims of the Assisted Places programme.</td>
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<td><strong>Creativity</strong></td>
<td>The ability to adapt to new situations and address problems from new perspectives.</td>
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<td><strong>Independence</strong></td>
<td>The ability to act independently using initiative and good judgement, particularly during periods of high pressure.</td>
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<td><strong>Enthusiasm</strong></td>
<td>A positive attitude and a genuine enthusiasm for fundraising.</td>
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<td><strong>Flexibility</strong></td>
<td>Prepared to travel locally and nationally as necessary, and to work outside regular hours as required.</td>
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How to apply

This is an all year round position with a starting salary of approximately £30,000.

To apply for this role, forward a completed application form and equal opportunities monitoring form (available for download at: www.kehls.org.uk/useful-information/vacancies) and a covering letter outlining why you feel that your skills and experience would equip you to take on this role, by email to Zoe Robinson, Bursar: recruitment@kes.org.uk

The deadline for applications is **9am on Monday 14th January 2019**. Early applications are welcome. Depending on the number of applications received, we reserve the right to bring the deadline forward.

Interviews will take place provisionally in the week commencing **Monday, 21st January 2019**.

If you have any queries about the role or would like to discuss it in more detail, please contact Becky Smith, HR Manager: recruitment@kes.org.uk

*King Edward VI High School for Girls is committed to safeguarding and promoting the welfare of children and young people and expect all staff and volunteers to share this commitment. All successful candidates will be required to undergo an enhanced DBS check. A copy of the School’s Recruitment, Selection and Disclosure Policy is available on the Schools’ websites.*