



## Job Description

<b>Job Title</b>	Deputy Head of Development
<b>Department</b>	Development & Alumni Relations, Guildhall School of Music & Drama
<b>Grade</b>	F
<b>Responsible to</b>	Head of Development
<b>Responsible for</b>	Development Manager (Individuals) (direct) Alumni Relations Manager (direct) Development Events Manager (direct)  Development Officer (indirect) Development Administrator (indirect)

### Development and Alumni Relations at the Guildhall School

Development & Alumni Relations at Guildhall School is responsible for securing revenue and capital income from a wide variety of philanthropic sources including individuals (major gifts and regular giving programmes), grants from trusts and foundations, legacy gifts, livery and corporate support and fundraising events.

It is also responsible for managing and growing mutually-beneficial relationships with alumni of the School, fellows, supporters and other external constituent groups.

The team works closely with academic and administrative departments across the School, partner organisations, the Guildhall School Trust, the Board of Governors and other senior volunteers to maximise support for the School, its students and alumni.

### Purpose of Post

Reporting to the Head of Development, the post-holder will lead the work of relationship building and fundraising from a wide range of external constituents, primarily individual supporters and alumni of the Guildhall School in accordance with the School's strategic goals and objectives and to meet individual and team targets in these areas.

To develop and implement an institutional strategy for individual giving activity and external engagement in accordance with the School's goals and objectives.



To lead on the development and management of a vibrant, interactive and measurable alumni and supporter relations programme through which alumni, donors, fellows, retired staff, parents and other external stakeholders can engage productively with the School.

To keep abreast of sector developments in individual giving, alumni relations and engagement and use this knowledge to lead on the development of work in these areas for the School in accordance with the School's strategic aims and objectives.

To be responsible for regular print, digital and web-based communications on behalf of Development, stewardship activities and performance invitations, and the creation and organisation of stewardship and cultivation events.

### **Key Relationships**

- Head of Development (line manager)
- Alumni Relations Manager (direct report)
- Development Manager (Individuals) (direct report)
- Development Events Manager (direct report)
- Development Officer (Individuals) (indirect report)
- Development Administrator (indirect report)
- Rest of the Development team
- Deputy Director of Advancement and the marketing, communications and international relations team
- Principal and members of the Senior Management Team (Directors of Music, Drama, Acting and Production Arts)
- Senior volunteers (Trustees and Governors of the School)
- Alumni, Fellows, supporters and donors

### **Main Duties & Responsibilities**

#### **Engagement & Fundraising Strategy**

1. To develop, implement and manage an institutional strategy for external engagement and stewardship activity – primarily alumni and supporter relations – with clear objectives, programme outlines and mechanisms for evaluation
2. To develop, implement and manage the institutional strategy for individual giving and to oversee the individual giving donor portfolio, leading on the development and management of income generation in this area.
3. To build meaningful and productive relationships with external constituents of the School to foster a strong community of key external stakeholders, in the UK and internationally, and to engage them more closely in the life of the institution.



4. To promote institutional awareness of philanthropy, supporter and alumni engagement.

### **Building community and volunteering**

5. To lead on expanding the number of addressable members of the alumni community with whom the School is in active contact (currently c. 8,500) and also to maintain and widen the external communities (e.g. supporters, fellows etc.) with which the School regularly engages.
6. To oversee the 'alumni journey' and ensure that current students are integrated seamlessly into the alumni community, including a strong programme of engagement for recent graduates in order to ensure an effective transition
7. To work alongside the Principal and Head of Development in managing key relationships with a portfolio of high-profile alumni for the purposes of maintaining and enhancing the School's external reputation and involving alumni in the fundraising efforts of the School through performances, guest appearances and, where appropriate, financial gifts.
8. To develop and oversee a comprehensive programme of volunteering activity that is designed to encourage alumni to give back to the School in non-financial ways.
9. To support the development of qualitative and quantitative information held by the department database (Raiser's Edge), ensuring that it has comprehensive and accurate constituent records, is fit for purpose in supporting fundraising and engagement activity, and complies with current data protection legislation.

### **Events planning and management**

10. To lead, plan and oversee the annual programme of stewardship and cultivation events for alumni and supporters (including alumni reunions, Graduation ceremonies, Principal's Guest Nights, Gold Medal Evening, Supporters' Evenings, Committee Dinner, Supporters' Tea etc), working closely with colleagues within the department and across the School and ensuring that all events have a strategic purpose.
11. To oversee bespoke cultivation and engagement events for individual major prospects and donors (e.g. receptions, private dinners etc.) in liaison with Head of Development and relevant members of the Development team
12. To oversee the management of guest tickets to Guildhall School performances



### **Stewardship and Communications**

13. To implement a systematic, strategic and targeted programme of printed, digital and web-based alumni and supporter communications which increases engagement with the School.
14. To take a strategic overview of the content and messages that are communicated to alumni, supporters and other external stakeholders through PLAY and other channels in liaison with the Head of Development and the Deputy Director of Advancement

### **Reporting, benchmarking and sector knowledge**

15. To work closely with the Database Manager in the production of reports e.g., quarterly metrics and income generation, briefings and background information on individual fundraising and stakeholder engagement activity when required
16. To create a bespoke framework for the Guildhall School for measuring the outcomes of engagement and individual giving activity programmes
17. To keep up to date with sector trends in the area of individual giving, alumni relations and engagement activity through research, informal and formal networking opportunities and use expert knowledge on behalf of the Guildhall School in order to inform the development of work in these areas.

### **Team management**

18. To provide leadership and line management for specified Development team members in all areas of recruitment, induction, motivation, appraisal and training of staff to enable them to achieve their full potential
19. To propose and agree annual participatory, impact and other targets for engagement and individual giving activity with the Head of Development in line with the departmental and School strategy
20. To manage effectively aspects of the departmental budget relevant to engagement and individual giving activity to obtain maximum value for money with the resources available



## Other

21. To deputise for the Head of Development in his or her absence when necessary
22. To take an active role in the Development & Alumni Relations Office by contributing to wider departmental plans and strategy as appropriate
23. To be available to work outside of normal working hours in order to attend events and performances, to cultivate potential donors and to steward existing supporters as may reasonably be required to fulfil the duties of this role
24. Actively seek to implement the City of London's Occupational Health and Safety Policy in relation to the duties of the post, and at all times give due regard to the health and safety of both themselves and others when carrying out their duties.
25. Actively seek to implement the City of London's Equal Opportunity Policy and the objective to promote equality of opportunity in relation to the duties of the post.
26. To undertake any other duties that may reasonably be requested appropriate to the grade



## Person Specification

<b>Job Title</b>	Deputy Head of Development
<b>Department</b>	Development & Alumni Relations Office, Guildhall School of Music & Drama
<b>Grade &amp; Level</b>	F
<b>Trent Position Number</b>	{19D0148/002}

Please find below the key skills, experience and core behaviours required to undertake this post.

### Technical Skills / Professional Qualifications / Relevant Education & Training

- Excellent working knowledge of General Data Protection Regulations (GDPR) and tax-efficient giving (e.g., Gift Aid) and their implications for development work. (A) (I)
- Excellent knowledge and understanding of the Institute of Fundraising's Codes of Fundraising Practice or equivalent. (A) (I)
- Excellent knowledge of fundraising/relationship databases and their use to support strategic fundraising and external relations activities and programmes of work. (A) (I)
- Excellent knowledge of best practice in fundraising in the higher education and arts sector along with fundraising initiatives and policies. (A) (I)
- Ability to lead on the development and management of fundraising, plans, strategies, and campaigns. (A) (I)
- Ability to oversee the development and delivery of high-quality donor cultivation events. (A) (I)
- Self-motivated, results-orientated leader with the drive and ability to meet challenging targets for fundraising and related activities. (A) (I)
- Exceptional verbal communication skills with the ability to advise on the development and management of fundraising and relationship strategies and programmes of work. (I)
- Interpersonal skills of the highest calibre and the ability to communicate, build strong relationships and negotiate effectively at all levels both within and outside an institution. (A) (I)
- Exceptional written communication skills in order to write strategies, plans and proposals in respect of the management of fundraising and relationship development activities. (A)
- Highly flexible and organised with the ability to prioritise effectively, meet deadlines and manage more than multiple projects or workstreams. (A) (I)
- Skills and ability to undertake administrative and budgetary management. (A)
- Excellent management skills with a track record of motivating and helping direct reports to achieve goals. (A) (I)
- Highly proficient in the use of Microsoft Office including Word, Excel and PowerPoint (A)



## Experience Required

### Essential

- Significant experience of working in a role within fundraising and alumni relations or a similar professional network-based environment developing and managing fundraising programmes, projects, plans and strategies and managing high quality fundraising and engagement events in accordance with organisational goals and objectives. (A) (I)
- Successful track record of meeting significant targets for fundraising and networking activities. (A) (I)
- Experience of working in an HE environment or the performing arts industry in a senior fundraising and networks-based role. (A) (I)
- Successful track record of developing strong relationships with donors and potential donors. (A) (I)
- Experience of creating, developing and managing strategies in respect of fundraising and relationship engagement. (A) (I)
- Demonstrable experience of successful engagement with suitable networks and professional bodies with a commitment to continued professional development. (A) (I)
- Extensive experience of using fundraising/relationship databases, particularly Raiser's Edge, and their strategic use to support fundraising and external relations activities. (A)

### Desirable

- Understanding of and passion for the work of the Guildhall School of Music & Drama and the performing arts (A) (I)

## Other Relevant Information e.g., working hours or desirables (only if applicable)

35 hour week per week. Regular out-of-office-hours working in order to meet with alumni and donors and represent the School at performances and events for which time off in lieu may be available.

## Recruitment – Note to Applicants

***The qualifications, experience and technical skills will be used in the decision making process for recruitment. Please give examples of how you have exhibited these behaviours in your previous role(s). It is essential you address the criterion marked as (A) on your application form in the section for supporting information.***

***Be as specific as possible, we cannot guess or make assumptions, but will assess your application solely on the information provided. Try to provide evidence, by examples, where possible, of skills, knowledge and experience contained in this person specification.***



# Summary of Terms and Conditions of Employment

This summary is given as a guide and is not intended to form part of an individual's contract of employment.

## **Salary**

The salary range for this job is £49,810 - £56,690 per annum inclusive of all allowances. This figure will be reviewed annually from 1 July in line with the pay award for other salaried staff within the City of London Corporation.

## **Contract**

The position is offered on a Permanent Contract basis.

## **Hours of Work**

Normal hours of work are 9:30 am – 5:30 pm, being 35 hours per week excluding lunch breaks, Monday to Friday, inclusive but the post holder shall be expected to work the hours necessary to carry out the duties of the position.

## **Frequency and Method of Payment**

This is a monthly paid appointment and salaries are credited to a Bank or Building Society Account on the 11th of each month.

## **Annual Leave**

There is an entitlement of 28 days annual holiday plus Bank Holiday. There are subsequent increases to entitlement to annual holiday according to length of service.

## **Sickness Absence and Pay**

The City of London Corporation has a comprehensive Occupational Sick Pay scheme, details of which can be found in the Employee Handbook which will be made available to you upon commencement.

## **Pension**

You will automatically be admitted to the City of London Corporation's Pension Scheme. Employees contribute between 5.5% and 12.5% of their pensionable pay to the scheme, depending on salary.

If you do not wish to join the Scheme you must make a formal declaration stating you wish to opt out. You may contact the Pensions Office directly should you have any queries relating to the Local Government Pension scheme and your entitlements under this scheme.





### **Continuous Service**

If you join the City of London Corporation without a break in service (subject to certain exceptions) from another body covered by the Redundancy Payments (Local Government) (Modification) Order 1999, your service with that institution will count for the purpose of continuous service. The amount of continuous service which you have will affect your entitlement to certain contractual benefits; for example, annual leave, sick leave and maternity leave. A full explanation of Continuous Service is contained within the Employee Handbook.

### **Probationary Period**

You will be employed initially on a six month probationary period. Should either party wish to terminate the employment during this period, then one week's notice will be required on either side, except for summary termination for gross misconduct.

### **Notice Period**

Three months by either party after satisfactory completion of probationary period.

### **Learning and Employee Development**

The City of London provides for financial support and time off for staff to study for appropriate qualifications which relate to their duties or undertaking professional skills update training. There is also an in house programme covering more general training needs.

### **Employee Volunteering Programme**

The City Corporation, in line with its aims to contribute to a flourishing society, shape outstanding environments and support a thriving economy, offers employees paid special leave time during normal hours to encourage employees to volunteer their time and skills to Volunteer Involving Organisations (VIOs) operating within the Square Mile, London and beyond.

Full-time employees may take up to 2 days or 14 hours per year in which to volunteer, between 1 January and 31 December. For temporary and part time employees these hours are adjusted pro rata. Volunteering time can be taken in smaller bite size e.g. 2 hours a week over 7 weeks, where this can be accommodated by the City Corporation and meets the requirements of the volunteer organisation.