



Job Description

Job Title	Fundraising and Promotion Officer
Responsible to	Business Manager
Establishment/ location	Wood Green School, Woodstock Road, Witney OX28 1DX
Review date of Job Description	August 2017
Grade/salary	Local Government Service Grade 9
Hours/working time	37.5 Hours, all year, though term time only + 2 weeks could be considered
Purpose of Post	<p>Wood Green School is creating a new post to promote our school and to raise funds to support future developments. The post-holder will have a passion for working to improve the educational provision for all students and work closely with the school's leadership team to achieve stretching fundraising targets.</p> <p>This is a specific project for 12 months which will be reviewed at the end of this period.</p>

Purpose:

We need a highly effective Fundraising and Promotion Officer to provide a role that combines initiating and managing a range of income streams with active promotion of the school.

You will be responsible for assisting in the design and delivery of fundraising projects, identifying and approaching potential donors, promoting the school to increase community lettings and writing bids to a variety of grant sources. You will be the staff link to the Wood Green PTA, supporting this group with their fundraising efforts. You will maintain contact with former students. In addition, you will play a key role in promoting Wood Green School. You will also promote the school's successes and developments through in-house publications, through contact with prospective parents and in the media including social media.

The school's culture is one that seeks to support and encourage staff to help them reach their potential, providing access to appropriate courses and training wherever possible.

The duties of the post are set out as they are envisaged at present, but it will be important for the person appointed to be flexible and adaptable, and able to contribute to the development of the school's fundraising and promotion during an exciting period of growth and expansion.

Main Duties and Responsibilities

Responsibilities:

- Working under the direction of the Business Manager and closely with the Headteacher, you will liaise with staff and governors in all matters regarding fundraising and promotion
- You will undertake research with regard to potential sources of income from grant-awarding bodies, local businesses and individuals
- You will collate information and materials, liaising with the Head's PA, that can be used to explain and promote Wood Green School to potential donors, including information regarding specific projects
- You will write bids to grant-awarding bodies and be responsible for drafting outgoing correspondence to potential donors
- You will work out how to articulate and publicise priority projects through written, electronic and oral communications
- You will promote the school's facilities to increase community lettings
- You will maintain a data base of former students and maintain contact with them to secure support with careers and education events and donations
- You will maintain a database of potential donors and grant-awarding bodies and any contacts made
- You will attend PTA meetings and be the primary link between the school and the PTA
- You will have responsibilities to protect supporter data in line with the new General Data Protection Regulations (GDPR) that will come into force in May 2018.
- You will also be expected to carry out such other functions as from time to time the Headteacher might require, commensurate with the level of this position.

General Accountabilities:

General Duties	<ul style="list-style-type: none"> • Undertake any necessary training • Attend staff meetings where relevant <hr style="border-top: 1px dashed black;"/>
Health and Safety	<ul style="list-style-type: none"> • To have due regard for health and safety in the workplace • To be familiar with, and adhere to, relevant parts of the school's Health and Safety Policy • Co-operate with health and safety requirements • Report all known defects • Use, but do not misuse anything provided for your health, safety and welfare • Do not undertake unsafe acts • Inform Head of Establishment of any 'Near-Misses' • Be familiar with the emergency action plans for fire, first aid and security issues • Undertake specific designated duties regarding emergency evacuation

<p>Organisational Effectiveness</p>	<ul style="list-style-type: none"> • Raise health and safety and environmental issues with students • Any task which is appropriate to the post level in order to maintain/enhance organisational effectiveness which may include redeployment to other departments – to include cover for absent colleagues and/or relocation to areas of need
<p>Child Protection</p> <p>Standards and Quality Assurance</p>	<p>Responsibilities and Accountabilities</p> <p>Wood Green School is committed to safeguarding and promoting the health, safety and welfare of children, young people and vulnerable adults. Staff and volunteers are expected to share this commitment for whom they are responsible or with whom they come into contact in the course of their duties. All successful candidates will be subject to Criminal Records Bureau checks along with other relevant employment checks.</p> <ul style="list-style-type: none"> • Support the aims and ethos of the school as identified in the staff handbook • Promote and model good relationships with pupils, colleagues, parents and visitors • Set a good example in terms of dress, punctuality and attendance. • Participate in training and take a lead in own professional development • Participate in the School's staff appraisal process
<p>Notes:</p>	<ul style="list-style-type: none"> • Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. • Employees will be expected to comply with any reasonable request from a manager to undertake work of a similar level that is not specified in this job description.



Person Specification: Fund Raising and Promotion Officer

Essential:

Education

- To degree level

Skills

- Excellent communication skills, both oral and written, including a good command of the English language.
- Excellent organisational skills, including the ability to prioritise work, to work on a variety of tasks at the same time, organising and prioritising own work, and coping with unpredictable volumes of work and busy periods.
- High standard of literacy, including the ability to draft correspondence on behalf of senior staff.
- High level of IT proficiency, including Microsoft Office and desktop design/publishing software.

Experience

- Experience of working within a fundraising or marketing environment.
- Experience of dealing effectively with a wide range of people, working as part of a team, and liaising with colleagues where work interests overlap.
- Experience of social media platforms
- Experience of managing confidential or sensitive matters.

Attitudes

- Passionate about the work, ethos and values of Wood Green School

Desirable:

- Qualifications in marketing
- Experience of providing a high level of support to senior colleagues in a fast-paced, complex organisation, including liaising with a variety of senior internal and external individuals
- Experience of maintaining effective administrative systems and processes.
- Experience of working with donors