

JOB DESCRIPTION

Head of Engagement & Special Events – St Paul's School

Department	Development and Engagement
Line Manager	Director of Development and Engagement (D of ER)
Direct Reports	Events Manager, Events & Engagement Officer, Alumni & Development Administrator

Role

This role is responsible to the Director of Development and Engagement for developing the strategy for events and other engagement activities for the whole of the Pauline community – Old Paulines, parents of current and/or former pupils, and staff – and for implementing it with the help Engagement and Events Team. They will work closely with the Director to cultivate prospects through an events and engagement pipeline to secure major gifts. The post-holder will work closely with the Director to provide direction and oversee on a day-to-day basis a programme of brilliantly executed opportunities for members of this community to engage in a number of ways whether socially, professionally or philanthropically.

Main duties and responsibilities

1. Annual Engagement, Events and Stewardship Programme

- Lead the team in active consultation and engagement with all sections of the community over the construction, delivery and promoting of an **events programme**, including the Old Pauline Club and Parents' Groups within SPS and SPJ.
- Motivate the team to develop a fresh approach to events for Old Paulines and Parents, building upon the most popular and successful and taking a **different and creative approach** to future events to achieve agreed KPIs.
- Lead the delivery of a **donor and supporter care event programme** (thanking and keeping supporters and potential supporters updated and informed)
- Oversee the **termly school events programme** delivered by the Events Manager ensuring cost effective delivery and that opportunities for engagement and cultivation are maximised.
- With the support of the Director of Development and Engagement, lead a cross-school group of staff and volunteers to direct the look and feel of the **Biannual St Paul's Festival** and to support on the fundraising elements of the **Spring Fling**.



2. Special Events and Cultivation

- Work with the Director and colleagues in Development and Engagement to create a strategy to develop philanthropic giving through events opportunities that embrace top-level donors, with specific actions, targets and timescales.
- Coordinate a programme of special visits/meetings/events/suppers for HNW individuals to increase engagement of prospects with monthly targets ensuring relations are tracked, monitored and regularly reported on.
- Take lead responsibility and motivate the team to create and deliver supporter journeys which increase their level of participation, engagement and financial value
- Once donors moved into Stewardship stage, ensure relationships are carefully managed with the Associate Director.

3. Network building

- Support the Events & Engagement Officer in the development of a new and innovative **global network** for the Pauline community, to include Old Paulines and parents (of current and/or former pupils) who could help staff, young alumni and current pupils both in person and online through St Paul's Connect.
- Monitor the promotion among the parental body (of past and present pupils) a sense of connection with and belonging to the school community through **communications** and events, some in conjunction with the Parents' Group.
- Work with the Events & Engagement Officer to deliver the annual process of appointing Year Reps from existing U8th pupils to ensure we have a communication network with alumni established going forward.

4. Careers and Professional Networking

- Develop a high-quality Career Development Programme, working with the SPS careers and universities department:
 - **Career discovery:** helping to bring careers to life – through events and one-to-one meetings – for current pupils and young alumni, thus enabling them to make informed choices at an early stage in their lives.
 - **University choices:** engaging current pupils with recent leavers who are studying at particular universities – and with other Old Paulines and parents who currently work at certain universities in an academic or administrative capacity – so that these pupils can gain real, first-hand insights into their specific university choices.
 - **Internships and other work experience:** giving pupils and young alumni the experience of working in a sector before starting full-time employment. Explore opportunities in both

the UK and overseas, by tapping into the St Paul's global community of alumni and parents (including parents of former pupils).

- **CV advice and interview training:** Old Paulines and parents working in particular industries (including HR professionals) to give pupils and young alumni valuable insights into the recruitment processes in certain sectors as well as advice on how to bolster their CVs accordingly.
- **Networking:** Business Class Breakfasts, Business Class Lectures, and other networking events to give pupils, alumni, and parents the chance to hear leaders in their fields and make useful professional contacts.

5. Young Alumni Programme

- Develop a lively and interesting **Young Alumni Programme** in conjunction with the OPC to engage more fully with Old Paulines who have left the School in the past ten years. The purpose would be to enable young alumni to connect (and reconnect) with each other and with St Paul's – especially with their teachers and Tutors – thus fostering a sense of lifelong community.

6. Team Management and Leadership

- The post holder will have line management responsibility for the Events Manager, Events & Engagement Officer and Development & Alumni Administrator.
- Position the Events and Engagement team as the School's **events experts**, supporting the Events Manager in creating training programmes and documentation to streamline processes and support the wider events function at St Paul's.
- Instil a **community-focused approach** across the team, supporting the Alumni & Development Administrator in their role as the first point of call for the office to respond and resolve enquiries in a timely manner and elevate and distribute work as necessary.
- Coordinate the **staffing schedule** around events to draw resource from across the department for the delivery of the programme and that all staff are appropriately briefed.
- Work closely with the Marketing Team to ensure a coordinated approach **to events communications and social content**, ensuring a photo gallery of events is developed.
- Maintain relationship with the Operations Manager who will implement the thanking and banking process around any fundraising event.
- Liaise regularly with the Development Manager to ensure fundraising opportunities are implemented within the engagement programme, wherever appropriate.



7. Financial Management and Reporting

- Plan and oversee the Engagement and Events team budgets, ensuring accurate event costs are monitored and tracked and regularly re-forecasted.
- To monitor on-going progress, carry out detailed debriefs and evaluations to extract learnings and report back regularly on all programmes

8. Working with external partners/agencies

- Manage freelancers and agencies when required
- Manage volunteer groups/committees when required
- Keep up to date with matters of compliance and sector best practice
- As otherwise reasonably directed by the Director of Development and Engagement.
- All staff have a responsibility and duty of care to safeguard and promote the welfare of pupils. Staff must be aware of the systems within the School which support safeguarding and must act in accordance with the School's Safeguarding & Child Protection policy and Code of Conduct. Staff will receive appropriate child protection training which is regularly updated.

Committees:

- OPC (Old Pauline Club) Committee
- Parent Group meetings – SPS and SPJ

Personal Profile

- Well respected and trusted by the Pauline and Old Pauline Community.
- Loyal and heavily committed to all activities related to St Paul's School.
- Hardworking, driven and flexible and good at dealing with a multi-faceted workload.
- An enthusiastic and positive attitude.
- A real team player who is able to quickly build good relationships across the school and is able to draw on the extraordinary range of skills and talents that exists across the St Paul's community.
- Excellent communication skills, both written and oral.
- Persuasive and able to influence a social situation using instinct, judgement and tact.
- Highly accomplished in the area of inter-personal skills with a proven track record of building trusted relationships with a wide variety of individuals including sophisticated and diverse alumni, parents, benefactors and potential benefactors of all ages and nationalities.
- The candidate must be flexible and prepared to both travel locally and nationally as necessary and work out of regular hours where necessary.
- Educated to degree level.



St Paul's School Vacancies

Essential Experience

- At least 5 years' experience working in development/alumni relations or equivalent profession
- Significant track record of delivering highly sophisticated events and communications programmes
- Experience in managing relationships with major donors or working on a donor pipeline
- Strong record in managing budgets
- Significant experience of donor care management
- Project management skills will be essential
- Significant experience of volunteer management; committees, project teams or similar
- Knowledge of working with a sophisticated CRM database – preferably Raiser's Edge
- Strong IT skills: highly proficient with Microsoft Office
- Understanding of how social media tools can enhance the efficacy of the St Paul's community strategy

Hours of work

This is a full time post and due to the nature of the post some flexibility on hours will be required.

Holidays

25 days per annum plus 8 Bank Holidays. Annual leave should usually be taken during School holidays (term dates can be found here: <http://www.stpaulsschool.org.uk/info/term-dates>)

NB: The School normally closes for a period over Christmas, the dates of which are agreed by the Executive Team every year. This closure period may result in additional non-working days, however this is non-contractual and does not affect annual leave entitlement.

Salary

c. £45,000 per annum, subject to skills and experience

Benefits

- After one years' service, part remission of fees at St Paul's School / St Paul's Juniors for children of employees (subject to competitive entry procedures). Please note that remission of school fees is not a contractual entitlement. The Governors reserve the right to vary the rate of remission or to withdraw it altogether.
- Free daily hot lunches provided in the School dining hall, including vegetarian options. Coffee, tea and supplies for hot drinks supplied throughout the day.
- Free parking on site.
- St Paul's employee bicycle scheme, whereby a bicycle suitable for commuting will be supplied, or the cost of purchase reimbursed, by the School to the value of £500.
- Use of sports facilities, including swimming pool and gym, and use of staff changing rooms.
- Stakeholder Pension Scheme.
- Death in Service benefit.



St Paul's School Vacancies

- Employee Assistance Programme, an independent, free and confidential advice service that can offer both practical advice and emotional support.
- Policy for funding external professional development, and reimbursement of relevant professional membership fees.
- After 5 years of employment, annual leave entitlement increases to 27 working days (or pro rata equivalent). This increases to 30 working days (or equivalent) after 10 years of employment.

October 2019