



**BURY**  
GRAMMAR SCHOOL

# Director of Development

Applicant information pack



We get **unique people**™





**BURY**  
GRAMMAR SCHOOL



## A message from the Principal

**Founded in 1570, Bury Grammar School is an independent day school for pupils aged 3 to 18 years from all backgrounds. Our Founders' ethos was to create a school where children from all backgrounds would thrive, and we are still true to this ethos today.**

Our successful means tested bursary programme ensures diversity in our pupil population through offering financial support to those families for whom an independent school education would otherwise be unattainable. Our bursaries are funded from our endowment funds, donations and from general fee income. Currently 1 in 9 senior school pupils receive means tested support and the average bursary is 80% of the fees.

The School has in place a small, established and highly successful Development Team, led by the Director of Development. Recent campaigns include the Sports Campaign and the 450 Bursary Campaign, both of which raised considerable funds for the School.

We are seeking to appoint a new individual to this role; someone with drive and energy who can continue to develop and progress the outstanding work we have seen from the Development Team over the past several years. The School has strong links with donors, Trusts and friends of the School and is now ready to embark on a new and exciting next stage of development. The School has recently invested in a new database and CRM package, ToucanTech software, through which we aim to become even more connected to our BGS community and to maximise the benefits of this for all.

Cultivating, maintaining and leading high-quality relationships with donors who

are capable of making transformational gifts to the School is a key element of the role as is continuing to instil a culture of philanthropy across the School and wider BGS community. Improving alumni engagement, large event management and setting strategy for the department are also key. As the leader of this important area of school life, the Director of Development will report directly to the Chief Operating Officer with input from the Principal.

Bury Grammar School and the Development Team have thrived over recent years and this position offers an opportunity to continue to drive change. The postholder will take further steps

to ensure that this department is fully integrated into school life and that it serves past, current and future pupils and members of the BGS community.

Ideally, the candidate will be working 37.5 hours per week, Monday to Friday working throughout the year including the school holidays. The school would be willing to consider part time working for the post.

A competitive salary is available for an exceptional candidate.

**Mrs Jo Anderson**  
**Principal, Bury Grammar School**





## About Bury Grammar School

**Bury Grammar School is a forward-thinking, vibrant and modern family of schools. We are proud of our rich heritage and the tradition of academic excellence combined with exceptional pastoral care.**

Our aim is to offer an outstanding and unrivalled education in which pupils are inspired to work hard, aim high and achieve. We have a strong commitment to retaining the long-held traditions, values and ethos of each of the Bury Grammar Schools, while preparing pupils for lives in an ever-changing world. We take enormous pride in our 450+ year history, whilst looking to the future with confidence, openness and optimism. We are proud to be a leading academic school with a big heart.

Bury Grammar School is a dynamic and exciting place to work and employs over 230 staff across a wide variety of roles.

Every member of staff employed by Bury Grammar School has an impact on our pupils and we aim to recruit the highest calibre professionals who are passionate about our school aims: Scholarship, Character, Partnership and Enrichment.

We foster strong leadership and management by empowering and involving staff in strategy and decisions. We have an established CPD programme that provides our staff with every opportunity to continue their own learning journey. We recognise that delivering continuous improvement is key to the success of every individual and to Bury Grammar School as a whole and we

value all our staff and believe that attracting and retaining the very best people is fundamental to allowing us to continue to develop. In short, we aim to be both an excellent school and an excellent employer.

Most unusually in the independent sector, our pupil roll is growing: our Primary Division is flourishing and both Senior Schools recently moved from three to five form entry. Our excellent results are improving still further, the School's reputation is thriving and in 2020 the School celebrated its 450th birthday.

This is the perfect moment to join Bury Grammar School.



**"A positive and uplifting environment"**

**The Good Schools Guide, 2018**



## Benefits of working for Bury Grammar School

**At BGS, we value our staff highly and recognise that all our staff are our most important asset. Our aim, therefore, is to ensure that all staff at BGS receive high quality provision for their developmental needs so that the education we provide our pupils is of the highest standard.**

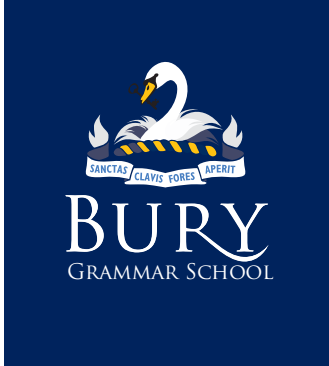
The school also seeks to enable those who wish to progress their careers into middle and senior leadership to be enabled to do so whether such opportunities arise at BGS or elsewhere. In addition, we want colleagues to feel empowered to take the initiative, to run with their own ideas and to consider that they are always learning. By having such a mind-set we are role models for the behaviour we want our pupils to adopt.

We pride ourselves on the best support and care for our academic, support and bursarial staff as we believe firmly that a school is only as strong as those working within it.

In addition our staff enjoy the following benefits:

- Pension Scheme
- Induction, support and personal development
- Family-friendly policies
- Generous lunch allowance in our School Dining Hall
- Above average annual leave entitlement
- Free access, at stipulated times, to our extensive sports facilities
- Friendly staff common room and active programme of social activities
- Cycle to Work salary sacrifice scheme
- Access to borrow books from our library
- Fee remission scheme
- Specsavers Corporate Eye Care Scheme
- Free Parking on site
- Pay progression
- Free afterschool club care





## Unique structure – Diamond model school

**Bury Grammar School is a 'diamond model' school which means that it combines both single-sex and co-educational teaching in the same organisation.**

An ambitious SLT and Governing Body has this year made changes to the School, establishing a new co-educational Primary Division and opening a new Sixth Form academic centre.

We believe that our model provides the 'best of both worlds' within our family of schools. During the pupils' senior school years (between Years 7–11) they have the focus of single-sex teaching and tutor groups which allow lessons to be specifically tailored to their needs.

Pupils are able to mix socially outside of lessons and extra-curricular activities are mixed.



*"The best thing about BGS Sixth Form is the community environment, the warm atmosphere and the willingness and enthusiasm of all our teachers. They really challenge us to aim high and always do our best."*

**Year 13 Student**





## Leadership structure

**What makes Bury Grammar School so successful? From a leadership perspective, it is our collaborative ethos, the absolute commitment of every leader to the whole school and not just their 'own' area, a willingness to work together and be generous with ideas and time, and an unwavering focus on what is best for the pupils.**

We also enjoy each other's company and take a pride in each other's achievements. All new members to the team must actively support this collaborative ethos if they and the School are to succeed; and of course this approach makes life as a BGS senior leader all the more rewarding.

The School operates as one staff – where colleagues are expected to teach both boys and girls – and there is a unique leadership structure in which the Principal is also the figure head for the Girls' Seniors, whilst the Vice Principal is the figure head for the Boys' Seniors. The Chief Operating Officer oversees

the School as a business, the Deputy Principal (Director of Academic Provision, IT & Operations) ensures the highest academic standards are met; the Principal of the Bury Grammar Primary Division directs the work of the Kindergarten, Infants and Juniors, and the Director of Communications leads on Admissions, Marketing, School Communications and the School Office. These six colleagues make up the Directorate.

The various members of the Senior Leadership Team (SLT) support the Directorate in the day-to-day running of the school.



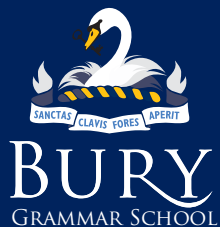
### DIRECTORATE



### THE SENIOR LEADERSHIP TEAM







## Facilities

**Bury Grammar School dates back to 1570 but the current campus was established in 1903 and is located in a leafy, 45-acre estate in Bury, Lancashire.**

Although much of our Girls' Senior School dates back to 1903, we have added to the estate in almost every decade since, ensuring that the School provides a sense of grandeur and tradition along with leading-edge architecture and facilities to all our pupils. The estate allows the School to offer extensive sporting and enrichment activities to all our pupils and provides an ideal learning environment for all academic subjects.

The new Primary Division, Courthouse building, Art Gallery and refurbished classrooms have been recent developments.



## Director of Development | Job Description

Reporting directly to the Chief Operating Officer and in close liaison with the Principal, the post holder will be responsible for:

### Supporting the School's vision, ambitions and achievements through fundraising, and specifically:

- Plan and agree the Development strategy and targets with the Executive.
- Work towards and support the School's vision and current objectives as outlined in the School's Strategic Plan.
- Raise the profile of the Development Office and help embed a culture of fundraising at the School and within the BGS Community. Create awareness of the importance of the work carried out by the Development Office, its value within the School community and ensure that all members of the School community are kept informed of its work.
- Maintain relationships with other post holders in similar independent schools in the North West.

### Fundraising Programmes and specifically:

- Build upon the existing fundraising strategy and devise new strategies for bursary and other projects. Creating appropriate strategies and targets for different donor and potential donor types. Working closely with the Executive, build and develop donor stewarding and contact strategies, including (but not limited to) legacy and major gifts, regular giving, trusts, businesses etc.
- Build meaningful on-going relationships with donors who will include, new and current donors, friends of the School, current and former parents, alumni, trusts, current and former staff, and local businesses.
- Devise, implement and co-ordinate gift acknowledgement.
- Create stewardship strategies for all levels of donor and maintain relationships with donors at all levels.

- Articulate the needs of the School, both orally and in writing, to potential supporters, including specific details of projects for which the School is seeking funds, representing the School, its ethos and culture appropriately and effectively.
- Develop and implement an ongoing programme of online PR using (for example) social media, online newsletters, ToucanTech online platform, websites etc.
- Ensure the production of up-to-date, appealing and attractive supporting printed materials where appropriate.
- Provide advice on all types of tax-efficient giving and manage tax reclamation efficiently, in collaboration with the Finance team.
- Maintain relationships with donors at all levels.
- Initiate fundraising and awareness events (including virtual events), social activities, reunions, and entertainment of prospective and existing donors.
- Be present at School events such as Prize giving, concerts, lectures and productions etc. where donors and potential donors may be present in order to steward, forge and maintain relationships.
- Ensure all of BGS's fundraising activities are in accordance with the regulations and guidance set out by the Fundraising Regulator.
- Undertake relevant research in order to understand better potential donors' attitudes and needs to influence future campaign planning.



## Director of Development | Job Description continued

Reporting directly to the Chief Operating Officer and in close liaison with the Principal, the post holder will be responsible for:

### Management of the Development Office and, specifically:

- Line manage two members of staff, who have key responsibilities and roles within the office, maintaining excellent working relationships and building team spirit.
- Work in collaboration with the team to maintain, improve and develop administrative systems and ToucanTech. Ensure accuracy of records at all time.
- Manage the Development budget in accordance with guidance from the Chief Operating Officer.

### Alumni Relations and, specifically:

- Ensure that the ToucanTech site content engages our alumni community, has content that alumni want and that it is up to date at all times. Use the software to segment data and communications where necessary. Join online user groups to learn how other schools use the software and ensure our system runs efficiently and always uses the most up to date functionality.
- Use ToucanTech to:
  - Control data – ensure we can segment data as required
  - Grow the BGS alumni/community
  - Create engaging online content regularly (daily/weekly) that the community want to see – use market research feedback to help steer content.
- Communicate with the community through this platform
- Manage events, including ticketing and seating plans
- Promote mentoring and careers
- Run fundraising campaigns
- Track all activity.
- Maintain excellent links with the Old Girls' and Old Boys' Associations, their committees and all connected associations.
- Maintain and improve upon the existing programme to encourage students and alumni to maintain lifelong links with the School. Undertake market research to monitor alumni engagement, explore what alumni want from the School and to identify potential new donors.
- In conjunction with the alumni Associations' Committees and the Heads, organise reunions and events to strengthen relationships between the School and its former students and parents.
- Ensure that former students receive regular information about the School.
- In collaboration with the Chief Operating Officer and Heads promote opportunities for alumni to contribute to the life of the School, recording these as appropriate.

## Director of Development | Person Specification

	Essential	Desirable	Method of assessment
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Degree or equivalent qualification.</li> <li>• Evidence of continued career development.</li> </ul>		<ul style="list-style-type: none"> <li>• Certificates and application.</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Evidence of strategic leadership in a senior marketing and or fundraising role.</li> <li>• Proven experience in campaign management, online marketing including website management, social media and the production of marketing collateral.</li> <li>• Proven experience in delivering high-quality events including “virtual events”.</li> <li>• Proven experience of budget management and financial planning.</li> <li>• Proven experience of successfully leading a team.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience with and membership of the IDPE and its professional practices.</li> <li>• Experience in the independent education sector.</li> <li>• Experience of successfully making fundraising asks.</li> </ul>	<ul style="list-style-type: none"> <li>• Application form and references.</li> </ul>
<b>Skills and Knowledge</b>	<ul style="list-style-type: none"> <li>• Excellent, high calibre, <b>interpersonal skills</b> and an ability to establish rapport quickly and professionally with a diverse range of stakeholders, including donors, current parents and pupils and alumni. Must be comfortable in the “limelight”.</li> <li>• Outstanding and highly persuasive <b>writing skills</b>, with the ability to prepare powerful editorial, and motivating fundraising communications.</li> <li>• A <b>creative</b> thinker, with enthusiasm to suggest new ideas, energy and willingness to work in a busy and vibrant team and the flexibility to adapt to new opportunities.</li> <li>• Strong <b>project management and organisational skills</b>, with an ability to set clear objectives, milestones, deliver against timelines and to influence staff across BGS to support initiatives.</li> <li>• A <b>positive and self-motivated</b> individual, able to work both with minimal supervision and as a proactive and supportive member of an ambitious team.</li> <li>• Practical knowledge of <b>GDPR</b> and understanding of the need for sensitivity and confidentiality in dealing with personal data.</li> <li>• An understanding of the need to adhere to <b>policies and procedures</b>, some of which are legal requirements.</li> <li>• A <b>commitment</b> to the independent sector in education.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of charity law aligned to tax-effective giving, legacies,</li> <li>• Knowledge and understanding of fundraising best practice.</li> </ul>	<ul style="list-style-type: none"> <li>• Application form, references and interview.</li> </ul>



## Director of Development | Person Specification continued

	Essential	Desirable	Method of assessment
<b>Personal competencies and qualities</b>	<ul style="list-style-type: none"> <li>• A strategic thinker with a hands on approach.</li> <li>• Confident communicator with a genuine interest in independent education.</li> <li>• Resilient, personable, tactful, hard working.</li> <li>• Enthusiastic, flexible, creative, self-motivated.</li> <li>• Natural authority, leadership by example, personal integrity.</li> <li>• Drive to see initiatives through, an eye for detail.</li> <li>• An open mind and a sense of humour.</li> <li>• Willingness to maintain a busy schedule, including travel (UK and possibly abroad) and some evening and weekend commitments.</li> </ul>		<ul style="list-style-type: none"> <li>• Application form, references and interview.</li> </ul>
<b>The School</b>	<ul style="list-style-type: none"> <li>• A strong intellectual support for, and instinctive connection with, a grammar school education.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of Bury and the Grammar School.</li> </ul>	<ul style="list-style-type: none"> <li>• Application form, references and interview.</li> </ul>



## How to apply

If you wish to be considered for the position, please contact Paula Barber on 07858 518 413, or alternatively email [pbarber@brewsterpartners.co.uk](mailto:pbarber@brewsterpartners.co.uk) and supply the following:

- An up-to-date CV setting out your career history, with responsibilities and achievements and preferred contact details.
- A supporting statement outlining your suitability for the role and the value that your expertise will add.
- Details of two referees who can speak authoritatively about you together with a brief statement of the capacity and over what period of time they have known you. Referees will not be contacted without your prior consent.
- Proof of your eligibility to work in the UK.

Candidates whose CV reflects the requirements of the role will be invited to attend a first stage interview with Brewster Partners.

For an informal and confidential discussion, please call our retained consultant at Brewster Partners. Brewster Partners will, of course, respect the privacy of any conversations regarding this role. Please send your application to [pbarber@brewsterpartners.co.uk](mailto:pbarber@brewsterpartners.co.uk)



"I love working at BGS! There is an inspirational sense of scholarship and history around the whole school which generates great pride amongst its community. My role offers a huge variety of opportunities, not least the chance to work with high calibre colleagues and aspiring, dedicated pupils.

**Mr T Seed, Deputy Head of the English Faculty**





## Your personal information

**Your personal information will be held in accordance with the Data Protection Act 1998. You will not receive unsolicited paper or electronic mail as a result of sending us any personal information. No personal information will be passed on to third parties for commercial purposes.**

**When we ask you for personal information, we promise we will:**

- only ask for what we need, and not collect too much or irrelevant information.
- ensure that you know why we need it.
- protect it and, insofar as is possible, make sure nobody has access to it who shouldn't.
- ensure that you know what choice you have about giving us information.
- make sure we don't keep it longer than necessary.
- use your information only for the purposes you have authorised.

**We ask that you:**

- give us accurate information.
- tell us as soon as possible of any changes.
- tell us as soon as possible if you notice mistakes in the information we hold about you.

If you apply for a post, we will share some of the information you provide with the members of the selection panel for the post to which you apply, so that your application form and CV can be assessed. These individuals will usually be identified in the information pack.





## How we will deal with your application

**We will deal with your application as quickly as possible and will advise you of the likely timetable at each stage. After the closing date for applications:**

- Candidates selected at long list will be invited for interview by Brewster Partners. From these interviews, we will agree a shortlist of candidates to be recommended to Bury Grammar School. All candidates interviewed will be contacted with feedback by Brewster Partners.
- Where a candidate is unable to attend an interview on the set date, an alternative date will be offered only at the discretion of Bury Grammar School.
- If, in the view of Brewster Partners, you have the skills for the post and are one of the best candidates, your name will be recommended to Bury Grammar School, who will make the decision on final appointment.
- If successful, you will receive a letter confirming your appointment.
- If you are unsuccessful, you will be notified by Brewster Partners and feedback will be offered.



*"BGS is the perfect place to learn. We are supported to the highest level; teachers encourage us to reach our goals and as students, we definitely feel that our individual achievements are celebrated and valued."*

**Year 11 Pupil**







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