



COTHILL HOUSE

Job Description and Person Specification

Job title:	Campaign Manager
Reporting:	Duncan Bailey (Headmaster, Cothill House) - Line Manager Jo Fitzroy-Ezzy (Director of Marketing, Cothill Trust) - “dotted line”

Cothill House School

Cothill House is part of The Cothill Trust which incorporates a family of seven schools. Alongside delivering exceptional academic results and pastoral care, Cothill Trust schools celebrate individuality and offer the freedom to enjoy childhood. As the UK’s leading independent prep school Trust, with an historic pedigree, The Cothill Trust is also proud of its status as an educational charity.

Set in the heart of the Oxfordshire countryside, just outside Oxford, Cothill House school provides an inspirational all-round boarding education and unrivalled opportunities for boys aged 8-13.

Established in 1870, Cothill is recognised globally as one of the country’s leading boys’ boarding prep schools with an exceptional record of preparing boys for the top public schools. In 2019 the school won Independent Boarding School of the Year and will celebrate its 150th anniversary in 2020.

Our aim is to foster every boy’s happiness, confidence and individual passions, helping them to achieve their potential, to cultivate their love of learning and to stimulate their love of life. Cothill boys flourish in an environment where hard work, integrity and originality are both valued and rewarded.

There is tremendous breadth to a Cothill education with excellence in sports, music and the arts. Taught by outstanding, enthusiastic and committed staff, boys are encouraged to ‘get stuck in’ and challenge themselves. As a result, Cothill boys learn the benefits of teamwork, grow in courage and thrive within our vibrant community.

Purpose of the Position

Cothill House celebrates its 150th anniversary in 2020. The school has a strong reputation for sport but has never had a dedicated indoor sports centre. A project is now underway to build its first indoor sports centre by the end of 2022. The project was developed during 2019. The new centre has been designed by Edgington Spink & Hyne and has passed an initial pre-planning meeting and will be put in for planning permission at the beginning of 2020.

A campaign plan has been developed alongside the development of the centre design. The cost of the project will be in the region of £5.5m with £1m already secured made up of five and six-figure major gifts and a small contribution from the school. The remainder of the funds must be found through further philanthropy. Given the scale of funding required, the school is starting with a private major gift fundraising phase and once sufficient major gifts have been secured, the campaign will open out to the whole of the Cothill community. Initial groundwork has been undertaken, with a prospect pipeline created, case for support drafted, and brochure and short film underway.

The main purpose of the role is to support the Headmaster in the development and implementation of the campaign plan. The main contribution of the postholder will be to use their fundraising experience, communication and organisational skills to enable the school to secure the funds needed to create the new Sports Hall. The anniversary campaign will also include a small bursary fundraising initiative and will seek to attract legacy pledges. Cothill is a small school, and the postholder will therefore be required to undertake the majority of administration required for the campaign role themselves (donor record keeping and gift administration etc) with some support from the Headmaster's PA.

Further information

The campaign has been developed with the help of a professional fundraiser who has also supported the school in initial fundraising approaches and developing campaign materials. The Campaign Manager role is new, and indeed it is the first time that the school has had a fundraising function within the school. Therefore it is anticipated that the work of the Campaign Manager will also lay the groundwork for developing and implementing a professional approach to philanthropy in the future at Cothill House. The Alumni Relations function was set up to ensure the success of the 150th anniversary and take alumni relations forward. This function is also just a year old, and there is an opportunity for both postholders to work together on mutually beneficial activities.

Responsibilities & Duties

Responsibilities will include but not be restricted to the following:

1. To work with the Headmaster to raise the funds for the Cothill House Sport Centre (an initial major gifts campaign private phase and closing lower level giving public phase) working within the agreed budget.
2. To develop and implement the fundraising strategy over the period of the campaign.
3. To identify parent and alumni campaign prospects, undertake GDPR compliant prospect research and develop the prospect pipeline.
4. Create, plan and implement face-to-face visits and events for cultivation and solicitation for the Headmaster, CEO of Cothill Trust, and fundraising volunteers.
5. Work closely with the Cothill House Alumni Relations Officer ensuring campaign and 150th anniversary activities are aligned.
6. Work with senior volunteers (eg, Campaign Steering Committee) to develop the campaign and identify and solicit potential donors.
7. Develop and create relevant and effective fundraising communications materials as needed
8. Ensure donors are thanked promptly and that campaign pledges and recognition requirements are recorded, including ensuring that donors are recognised appropriately within the new building.
9. Create and implement a stewardship plan to keep donors engaged and updated during the campaign and beyond.
10. Ensure that all prospect and donor records are kept up to date.
11. Ensure that the CEO and Head are kept closely abreast of any issues that might affect the timing or outcome of the campaign or reputation of the school.

12. Ensure that Cothill House School complies with the Fundraising Regulator’s Code of Fundraising Practice, and school specific policies, for example GDPR and Gift Acceptance policies.
13. Undertake any other reasonable tasks which may be necessary to assist the campaign or philanthropic related activity at the school.

Person Specification

Work experience

Essential	Desirable
Evidence of experience and success in soliciting and securing major gifts through face to face meetings, either on own or with senior volunteers (five figure gifts and above)	Creating and running lower level giving campaigns (either one-off or regular giving) or high level membership programmes
Experienced in organising cultivation, fundraising and stewardship events for prospective or current donors	Experience of working on a major multi-million pound fundraising campaign
Experience in the use of IT, including experience of using a database	Experience of working in other fundraising areas, eg, scholarships, legacies, endowments
Experience in creating fundraising and communications materials using a range of channels (eg, print/website etc).	Experience of operating a ‘moves management’ system with prospects
Experience of working with senior leadership and senior volunteers	Experience of working within the independent school sector
Experience of creating and delivering fundraising projects	Experienced in using a CRM database as a fundraising tool (Cothill is considering the purchase of a CRM database)
Experience of working on fundraising campaigns	

Skills

Essential	Desirable
High level of emotional intelligence	High level of skill in using a database
Financial awareness	
Excellent communications skills (written and spoken)	
Ability to work with a range of stakeholders, eg, parents, staff, alumni etc.	
Excellent IT skills, including familiarity with using a database	
A high degree of organisational and administrative ability with attention to detail	
As the sole fundraiser, the ability to be self-motivated and use own initiative	
Ability to work collaboratively with colleagues	
Ability to operate with discretion and in confidence when needed	

Education, Academic Qualifications

Essential	Desirable
Educated to first degree or equivalent	Evidence of fundraising training or qualifications (eg, through IDPE or Institute of Fundraising)
	Marketing qualification

Work Environment

The postholder's role will be located at Cothill House School (nearest station Didcot Parkway).

Salary, Hours and Benefits

1. Fixed-term contract: The role is a fixed-term three-year contract.
2. Working Hours: 9am - 5.30pm Monday - Friday (occasional home working). Part-time working considered i.e 3 or 4 days per week.
3. Holiday: 5.6 weeks holiday per annum, to be taken in the school holidays.
4. Salary: The post will attract a salary equivalent to a full time salary of between £38,000 and £45,000, depending on experience (and pro rata for the number of days worked should there be an agreement to work part-time).
5. Company Pension Scheme
6. A free staff lunch is provided during term time.
7. Start date: As soon as possible

How to apply

1. Please send a copy of your CV and a covering letter of no more than 2 pages addressing the reasons why you are suited to the role and your reasons for applying. The letter should be addressed to Mr Duncan Bailey, Headmaster.
2. Please send your application to Sophie Willis, PA to the Headmaster at sophie@cothill.net by Friday 17 January at 5pm. Interviews will be held on Thursday, 30 January 2020