



# The Crossley Heath School Applicant Pack



To inspire each of our young people to flourish as an individual, to be curious, to be resilient and to love learning. We aspire for them to grow into articulate, independent future citizens and to become the leaders of tomorrow.

# **Development and Fundraising Manager**

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# Welcome from the Head Teacher

Dear applicant,

We are delighted that you are interested in applying for the role of Development and Fundraising Manager.

This post is a new and exciting development for the school which aims to secure the capacity and skills of long term business planning and project management, promote future growth and financial resourcing and facilitate effective financial investment on behalf of the school.

Joining a school with the history and heritage of Crossley Heath as we celebrate 160 years of education in our unique building is a really exciting time. The Crossley Heath of today still retains so much of the culture of inclusion, determination to positively shape the future and dedication to providing a rich academic education that can be found in reading about the school's origins.

Crossley Heath is a very special school community with our values at its heart. We have a long tradition and enjoy an outstanding reputation in the region and beyond. We offer a strong, supportive ethos, excellent CPD opportunities and a beautiful and unique environment in which to work.

Details of the application process can be found on page 10 of these documents. Please visit our website ([www.crossleyheath.org.uk](http://www.crossleyheath.org.uk)) to explore the school further. Please do not hesitate to get in touch with the Executive Leader, Mrs Debbie Gallimore, ([d.gallimore@crossleyheath.org.uk](mailto:d.gallimore@crossleyheath.org.uk)) if you require any further information in the first instance.

I hope you will take the opportunity to explore further and decide that this role is the right one for you and we look forward to receiving your application.

**Dean Jones**  
**Head Teacher**



# Who we are and what we stand for

At Crossley Heath we see ourselves as a school family. Our school building was founded as an orphanage and school 160 years ago and the spirit of inclusivity and social mobility on which we were founded lives strong today. The school evolved into an amalgamation of Crossley and Porter and Heath Grammar Schools allowing us to trace our heritage back to 1585 and the origin of the school motto 'Omne bonum ab Alto' meaning "all good things come from above" which can both have a spiritual dimension and remind us to be thankful to the generations before.

We are a selective grammar school for entry into Year 7 which means students of all backgrounds are welcome at our school, they just have to show the aptitude to excel on the entrance examinations. We are proud of our diverse student body and much higher proportion of students accessing Free School Meals than other grammar schools as inclusion is at the heart of our ethos. We have a thriving non-selective sixth form which is integral to the life of the school. We embrace and celebrate our wide ethnic and geographic diversity and endeavour to be a genuinely warm, inclusive and vibrant school community.

Our ambition is to inspire each of our young people to flourish as an individual, to be curious, to be resilient and to love learning. We aspire for them to grow into articulate, independent future citizens and to become the leaders of tomorrow. The vision for the school is rooted in our core values: Respect, Responsibility, Self-Belief, Purpose, Challenge and Aspiration. We are high performing with students achieving a high proportion of top grades at both GCSE and A Level. We are very proud to have been included recently in the top five of the Sunday Times Parent Power report for the best secondary schools in the north of England.

We have a vibrant House system which adds a strong sense of positive competition and affords students an opportunity to express themselves, demonstrate their talents, make lifelong friends and have fun. Indeed, many former students comment that some of their fondest memories are of taking part in activities for their House. Student leadership is a strength at Crossley Heath with all students, led by 6th form leaders, taking part in fundraising, Eco Schools, health and well-being initiatives. Extra-curricular activities, especially a wide variety of sports, are also a strength of the school as we have teams competing in rugby, football, netball, cricket and athletics throughout the year. Our school trips are many and varied across all subjects and with overseas trips ranging from Belgium to Berlin and Canada to China.

Partnership building is a Crossley Heath characteristic as we are a school family with highly supportive parents, carers and families, a vibrant local community and alumni who stay connected to our school for life. We care deeply about wellbeing and believe in being the friendliest and happiest school possible. Our staff are supported with a culture of listening, collaboration, commitment to professional development and an additional weekly free period on top of that typical in schools by way of a thank you for all that teachers do to support our wonderful students. Our students are the warmest and most welcoming people, they make being part of the Crossley Heath school family an absolute pleasure. Come along and see for yourself!





## THE CROSSLEY HEATH SCHOOL

Savile Park, Halifax, HX3 0HG

Tel: (01422) 360272 • email: [admin@crossleyheath.org.uk](mailto:admin@crossleyheath.org.uk) • [www.crossleyheath.org.uk](http://www.crossleyheath.org.uk)

Head Teacher: Mr Dean Jones MA

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### **Development and Fundraising Manager – Full time**

**Salary: P04, Pt 30 (£39,513 actual)**

**To start as soon as possible**

**Temporary 1 year contract in the first instance**

As part of the school's long term development strategy, we would like to appoint an exceptionally motivated and talented person who is passionate about building fruitful, reciprocal relationships with our stakeholders, potential sponsors/donors and our alumni, establishing positive connections with the latter to support current students.

We are seeking a special person who has exceptional relationship building skills, is client focused and confident to work with a wide range of stakeholders both internally and externally.

You will have the capability to work strategically, to secure income from various sources, particularly by generating our alumni network and from successful grant applications in the first instance.

You will be, or will have the wherewithal to become, a confident, engaging and enthusiastic fundraiser, motivated by seeing the impact of what philanthropy can achieve for this school.

You are likely to have a background in philanthropic fundraising, development or marketing but we also welcome applications from outstanding people with transferable skills, expertise and attributes.

We are diverse school community and very much welcome applications from all sections of the community.

Information about the school is available on our website together with further details about the post and an application pack. All completed applications should be returned to Mrs Gaynor Fisher, HR/Events Co-ordinator ([g.fisher@crossleyheath.org.uk](mailto:g.fisher@crossleyheath.org.uk)) by 8.00am on Wednesday 25<sup>th</sup> September. Interviews will take place on Wednesday 2<sup>nd</sup> October 2024.

**We are committed to safeguarding children in all aspects of recruitment and selection. The appointment will be subject to pre-employment checks, including an enhanced DBS check.**

**We believe our staff are the school's greatest asset. We have signed up to the Education Staff Wellbeing Charter with the aim of supporting the wellbeing and mental health of all staff.**

Respect ~ Responsibility ~ Self-Belief ~ Purpose ~ Challenge ~ Aspiration





## THE CROSSLEY HEATH SCHOOL

**Job Title: Development and Fundraising Manager**

**Line Manager: Head Teacher**

**Job Purpose:** The post holder will establish an effective development and fundraising strategy, including a programme of gradually extending stewardship, to substantially increase the school's profile and fundraising ability, enabling the school to develop closer relationships with alumni, the local community and potential sponsors or donors.

### **Main Duties /Responsibilities**

#### **Development:**

- In conjunction with the Head teacher and Chief Strategy Officer prepare a strategic development and fund-raising plan to outline long-term vision and short/mid-term priorities
- Lead the school's work to generate additional income from statutory and non-statutory sources to enable pupils to receive a rich all-rounded education which goes beyond the core curriculum
- Ensure fundraising achieves its strategic objectives and specific income targets, as agreed with the Head teacher and Chief Strategy Officer.
- Articulate a clear case for support to relevant audiences, engaging with and supporting the work of our various supporters
- Lead the school's fundraising strategy including committed, regular giving
- Develop and steward relationships with current and former parents who may wish to support the curriculum by volunteering time or expertise, and/or support fundraising campaigns
- Evaluate the best ways of using parents/guardian contacts where appropriate – including a plan for getting to know which parents have access to which companies and how best to use that information
- Work closely with associated fund-raising groups already associated with the school, for example, The Old Crossleyans' Association
- Write grant applications to charitable trusts/foundations or statutory bodies, ensuring all criteria are met
- Develop a legacy marketing approach to achieve increasing income from legacies including presenting the legacy proposition to prospective legators, managing relationships
- Make written applications to corporate sponsors/donors as appropriate, ensuring all criteria are met
- Develop corporate fundraising programmes, such as employer gift-matching
- Explore the potential for generating income from the school site
- Determine the likely return on investment for different opportunities and prioritise proposed fundraising activities accordingly, in association with the Head teacher and Chief Strategy Officer.
- Identify, arrange and manage a gradually extending programme of high-quality events to cultivate and steward prospective donors and sponsors, including Alumni
- Ensure donors/sponsors are happy with their donation scheme and are kept informed of progress and milestones
- Personal and tailored stewarding of major donors or sponsors
- Represent the school among national professional development and fundraising organisations
- Liaison and networking with other schools and appropriate professional bodies



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### **Alumni Relations**

- Build and steward relationships with the school's alumni community, to ensure they receive regular contact and interaction
- Develop and plan events to cultivate alumni relationships
- Create and distribute an annual alumni publication incorporating news and features and any information connected with current fundraising projects
- Oversee the use of social media to build and steward alumni connections
- Be the primary point of contact between the alumni contacts and the school
- Increase engagement of members of the alumni with the school
- Create, develop and maintain a customer relationship management system (CRM) and database for alumni

### **Research**

- Research a wide range of potential fundraising opportunities
- Research and prioritise targeting of available sources of income from Trust/Foundation/Lottery
- Establish effective donor research including potential major donors (PMDs), individuals, alumni, companies and organisations
- Investigate ways the school can best use and develop digital technologies in fundraising

### **Operations**

- When applicable, provide the Finance Office with the relevant audit trail for income received.
- Ensure correct systems are in place for tax efficient giving, gift aid returns and accurate accounting of all donations and sponsorships
- Maintain up-to-date knowledge of tax efficient giving that can be passed on to donors
- Ensure data management is effective and establish efficient data analysis processes to identify donor patterns
- Administer and ensure acknowledgement of all donations received
- Keep up-to-date and comply with relevant fundraising legislation and regulation, in particular through the Chartered Institute of Fundraising
- Effectively manage multiple funding deadlines to ensure no key opportunities are missed.
- Ensure GDPR compliance

This Job Description and the allocation of the particular responsibilities defined within it may be amended from time to time.

Signed ..... Name ..... Date.....

### **NOTES**

1. The above responsibilities are subject to the general duties and responsibilities contained in the statement of Conditions of Employment.
2. This job description allocates duties and responsibilities but does not direct the particular amount of time to be spent on carrying them out and no part of it may be so construed.



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3. This job description is not necessarily a comprehensive definition of the post. It will be reviewed annually and it may be subject to modification at any time after consultation with the holder of the post.
4. All staff participate in the school's performance management scheme.
5. This school is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.

**We are committed to safeguarding children in all aspects of recruitment and selection. The appointment will be subject to pre-employment checks, including an enhanced DBS check.**





**JOB ROLE:** Development and Fundraising Manager

Qualities	Essential	Desirable	How Identified
<b>QUALIFICATIONS</b>	Good standard of education	Good relevant degree. Fundraising qualification e.g. Institute of Fundraising or Institute of Development Professionals in Education	AF
<b>ATTRIBUTES AND QUALITIES</b>	Able to lead and advise others		AF Interview
	Creative and imaginative problem solver		
	Pro-active, with high levels of drive, self-sufficiency, energy, positivity and stamina		
	Able to quickly establish, build and sustain strong professional relationships with all stakeholders and potential donors		
	Able to enthuse and motivate others		
	Display integrity, diplomacy, common sense and sensitivity		
	Confidence in making decisions		
	Able to work independently and as part of a team		
	Capacity to work under pressure		
	Discretion and respect for confidentiality		
Willingness to work outside of office hours and intensively at times			
<b>KNOWLEDGE, SKILLS AND UNDERSTANDING</b>	Strategic planning, implementation and monitoring		AF Interview

	Project management of multiple projects from inception to completion		
	Ability to capture and express the ethos and vision of The Crossley Heath School		
	Excellent communication skills with the ability to actively 'sell' the school in an appropriate manner to a diverse range of audiences as and when needed		
	Good knowledge of how to attract alumni to remain involved with the school	Knowledge of trends in alumni relations	
	Ability to engage and harness staff/parents		
	Strong computer literacy (Word, Excel and databases). Can learn new systems quickly	Confident in the use of CRM databases.	
	Competent in handling financial data		
	High level of organisational & administrative ability, including attention to detail.		
		Good understanding of gift administration procedures, tax efficient giving opportunities and GDPR	
		Good understanding of sector Code of Practice	
<b>EXPERIENCE</b>	Two years successful experience in fundraising, marketing, public or alumni relations for medium - large organisations	Experience of fundraising in a school or charity.	AF interview
	Creation and implementation of strategy, planning and budgeting, with a record of successfully delivering against objectives		
		Writing successful bids for funds/accessing grants	
	Prudent budget management		
	Management of successful large-scale events	Managing alumni events	

	Donor identification, engagement & management		
<b>TRAINING AND DEVELOPMENT</b>	Evidence of commitment to own continuous professional development and maintaining up to date knowledge		AF interview
<b>OTHER</b>	Commitment to upholding the ethos and values of Crossley Heath		AF interview
	Commitment to the protection and safeguarding and wellbeing of children and young people		

# Why apply to Crossley Heath?

You will be joining a school which is all about putting staff and students first. There are numerous wellbeing initiatives and social events to enjoy each term.

We believe our staff are the school's greatest asset. We have signed up to the Education Staff Wellbeing Charter with the aim of supporting the wellbeing and mental health of all staff

Other benefits include:

- Free parking
- Free access to onsite Fitness Suite
- Automatic enrolment to the Teacher Pension Fund / Local Government Pension Fund
- Excellent CPD programme

## How to Apply

Applications must be made using the school's application form. The application form requires the names of two referees, one of which must be your current or most recent employer. If you currently work in a school, this should be from the Head teacher.

Closing date: 8.00 am on **Wednesday 25th September 2024**. Interviews will be held on **Wednesday 2nd October 2024**. Applications should be submitted by the deadline via email to Gaynor Fisher, HR/Events Coordinator, [g.fisher@crossleyheath.org.uk](mailto:g.fisher@crossleyheath.org.uk)

*The School is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults and expects all staff to share this commitment. All staff are in a position of trust and therefore have a responsibility to promote and safeguard the welfare of children, young people and vulnerable adults in accordance with the nature of this post. The appointment will be subject to pre-employment checks, including an enhanced DBS check.*

The Crossley Heath School  
Savile Park, Halifax, West Yorkshire HX3 0HG  
Tel: 01422 360272  
email: [admin@crossleyheath.org.uk](mailto:admin@crossleyheath.org.uk)  
[www.crossleyheath.org.uk](http://www.crossleyheath.org.uk)