



BARNARD CASTLE SCHOOL

Director of Development & Alumni Relations

For April 2022 or sooner



INFORMATION FOR APPLICANTS

Welcome from the Headmaster

Dear Candidate,

Barnard Castle School is on an exciting journey. We have a clear understanding of what our purpose is during this continuing period of flux, with a real emphasis on providing a character education for our young people, which sees them armed with the tools with which to go out into an ever-changing world and flourish. This clear purpose is supplemented by a significant growth in the School roll which sees waiting lists in the majority of year groups. This exciting journey is further supported by the creation four years ago of a whole school Masterplan, detailing the future development of Barnard Castle School from a capital project perspective. One of the ways we wish to realise the Masterplan is through fundraising.

To help us lead the School through the next stage of this exciting journey, we are looking to appoint an impressive individual in the role of Director of Development & Alumni Relations. The main purpose of this role is twofold:

- to lead and drive the philanthropic fundraising that is needed to ensure the School realises these ambitious aspirations
- to build extensive relationships with our vast alumni network

The first Headmaster of Barnard Castle School, The Rev Francis Lloyd Brereton, spoke at the original gathering of the OBs in 1896 and said to those present, 'I remind those present that the fellowship that they are celebrating is wider than one between personal friends – the bond which united us all is the common membership of one School. I hope you take a lasting interest in its welfare and development from a wider point of view than a personal one. I believe you will realise more and more the privilege of having been educated at a larger boarding school, for such an education will leave a lasting stamp on you characters.'

Out of this fellowship came the foundation of the Old Barnardians' Club with its own constitution. It has stood the test of time and continues to be a thriving association of Old Barnardians providing support for both the School and its members. An important part of this role will be a key member of the Club Committee.

We are looking for an individual to help lead our alumni relationships, from our longest serving Old Barnardian through to the most recent. Not only will the successful candidate maintain those relationships, but they will also look at ways the alumni network can support current students, as well as each other.

The successful candidate will also explore ways OBs can support the School. A significant part of this will be the leadership of our fundraising campaign, both in support of our Bursary programme and the Capital Projects that have been identified as a result of our exciting Masterplan Project. Finally, the successful candidate will also develop relationships with current and former parents and former staff to create long-lasting and mutually beneficial bonds.

The role is fulfilling, challenging, and exciting in equal measures, and we hope it appeals to those with excellent interpersonal skills as well as experience in the world of development.

I look forward to hearing from you.

Yours faithfully,



Tony Jackson
HEADMASTER





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The History of Barnard Castle School

Barnard Castle School has its roots in the medieval past and its eyes set firmly on the future. The school traces its origins back to the nearby Hospital of St John, which was an educational and religious community established by John de Balliol in 1229. He was also the founder of Balliol College in Oxford and his passion for learning remains central to our philosophy today. In 1883 with a gift from Benjamin Flounders, a Victorian philanthropist, and the proceeds of St John's Hospital, the present main School building was constructed. Tony Jackson, the School's tenth Headmaster, was appointed in September 2017 as "Barney" embarked on an exciting new era.

The School

'When you are steeped in little things, you shall safely attempt great things'

This motto perfectly sums up what **Barnard Castle School** - or 'Barney' as it is affectionately known - aims to do in preparing its pupils for life beyond its doors. Through creating an inspirational, compassionate and unpretentious environment, Barney aims to develop young adults with character. Our staff believe that our pupils should be confident, resilient, intellectually curious, tolerant and driven, with an undercurrent of humility, and are prepared to live, embrace and lead in an ever-changing world.

'Parvis imbutus tentabis grandia tutus'

The School has a genuine warmth amongst its **718 pupils** and **180 staff**, which fosters a strong sense of community and endeavour. It is highly unusual to find a school where pupils from Year 9 and Year 11 sit at a table for lunch together sharing a conversation, discussing their latest sports fixture or drama rehearsal. However, this attitude is ingrained in a Barnardian from very early on. The co-educational and cross-year group atmosphere starts in the journey from the Preparatory School (ages 4-11) right through to the state-of-the-art bespoke Sixth Form Centre in the Senior School (ages 11-18). A Barney pupil is quick to make someone else feel at ease, whether that is through simple encouragement or a warm smile.

Whilst we are extremely proud of what our pupils achieve academically, we also recognise the importance of preparing the next generations for an evolving and increasingly competitive global marketplace. To do this, we focus on developing the individual character of every child, and during their journey with us, we aim to cultivate vital life skills through building relationships amongst the pupil body and teachers alike. Each pupil has a dedicated Tutor who meets with them several times a week to discuss anything from pastoral issues to academic progress.

We want our pupils to develop a balanced mindset for life. This requires confidence, resilience and compassion, all built up over a period of time, and in a variety of ways, both within and beyond the classroom. It also requires that most important quality: humility. At our core is an unpretentious and humble outlook, and it is this combination of confidence and humility that allows our pupils to light up a room.

We want staff who believe in our purpose as educators and are proactive in immersing themselves in school life during term time. We would like them to role model the qualities

The School (cont'd)

we hope to install in our pupils throughout their journey from the Prep School through to the end of the Sixth Form. Teachers are expected to take part in the extensive extra-curricular “Mind, Body and Soul” programme that runs between 4pm and 5pm and can choose to offer an activity that they are passionate about. We believe in fostering lasting relationships, and contact time with pupils outside the classroom is what makes the Barney difference.

The School is situated in its own extensive grounds on the outskirts of an historic market town, recently noted as being the safest in England, in an area of outstanding natural beauty. It is well-resourced and enjoys an enviable reputation for its pupils’ achievements on a broad variety of fronts. It is also in proximity to and enjoys close relationships with departments in the universities of Durham, York and Newcastle.

Continuous improvement and investment have produced a number of new buildings, including the MacFarlane Building which houses Physics and ICT, the Atha Fitness Centre, an extension to our Prep School including a new science lab, and the new purpose built Sixth Form Centre.

Further details about Barnard Castle School may be found in the Independent Schools’ Yearbook and on the School’s website www.barnardcastleschool.org.uk.

Our Vision

- To be viewed as the leading independent co-educational boarding and day school in the North of England.
- To foster the concept that ‘Barney is for Life’, imbuing a real sense that to be a Barnardian is something special and life-lasting.
- To make an impact: in Barnard Castle, County Durham and the wider world.
- To place the school in an even stronger position for future generations to enjoy all the benefits of a Barney education.

Our Purpose

- Through creating an inspirational, compassionate and unpretentious environment, we aim to develop young adults with character.
- They are happy, confident, resilient, intellectually curious, tolerant and driven, with an undercurrent of humility, who are ready and prepared to face, embrace and lead in an ever-changing world.



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Job Description

Job Title:

DIRECTOR OF DEVELOPMENT & ALUMNI RELATIONS

Reporting to:

HEADMASTER & OLD BARNARDIAN COMMITTEE

Responsible for: It is anticipated that a part-time Development Assistant will be recruited to provide administrative support

Job Purpose:

The primary responsibility of the Director of Development and Alumni Relations is to lead and manage fundraising, including major capital projects and regular (annual) giving and legacy giving. The Director of Development and Alumni Relations will also have management and leadership responsibility for alumni relations, including an annual programme of alumni events, both School and Old Barnardian Club.

Whilst not an exhaustive and complete list, we expect the successful candidate to be responsible for:

Development:

- Developing and leading the School's fundraising strategy in conjunction with the Headmaster, Bursar and the Chair of the Strategy, Marketing and Development Sub-Committee.
- Managing the planning and implementation of philanthropic appeals from a variety of different stakeholders. These funds will be used to either help fulfil the School's exciting Masterplan Development, or in supporting bursaries and scholarships.
- Research of Potential Major Donor's (PMDs) including individuals, companies and trusts and planning and organising events to establish and develop potential major donors. This will include the development of a legacy campaign.
- Maintaining appropriate contact with all donors and PMDs, and managing and reporting outcomes of approaches and follow ups to PMDs to the SMT.
- Networking with likeminded foundation and development professionals in the Independent School Sector.
- Developing relationships with current and former parents who may wish to support with campaigns.

Alumni Relations:

- Building and maintaining relationships with the Old Barnardian community, to ensure they receive regular contact and interaction.
- Ensuring the database of alumni and other key contacts is maintained.
- Developing Old Barnardian career guidance, mentoring and links to the Sixth Form lecture series, working closely with the careers and events staff.
- Developing and planning events to cultivate UK alumni and to engage overseas alumni and parents.
- Creation and distribution of the annual alumni publication, *Barney Connect*
- Co-ordinating events and maintaining appropriate contact with those who have pledged legacies.
- Overseeing the use of social media to maintain and build these connections.
- To be the primary point of contact between OBs, the OB Committee and the School.
- To serve the President and Committee of the OB Club as Club Secretary. This is a high profile officer position within the prestigious club, and will be supported administratively by the Development Assistant.
- To work closely with the Chair of the OB club to maintain a structured approach to the affairs of the club.
- To increase the engagement of OBs both with the Club and the School.
- To be a focus point with former parents and staff about how to remain in touch with the School.

Operations

- Reviewing the effectiveness of the current Alumni database and identifying, if necessary, alternatives. Experience of alternative systems will be welcome.
- Creating and producing appropriate reports from the alumni database.
- Preparing a report for each term's full governing body meeting.
- Preparing an annual report on progress of the Development Office within the period.
- When applicable, providing the accounts office with the relevant audit trail for income received.
- Working closely with the accounts office regarding any PMD financially related concerns such as gift aid.
- To co-ordinate and support the OB Club in their activities; this includes but is not limited to committee meetings, the AGM, OB dinners and events throughout the year.

To undertake any other tasks that the Headmaster or the Old Barnardian Committee may reasonably request.



Person Specification

This is a key position at Barnard Castle School and we are looking for an outstanding candidate who will enjoy developing this important role at an exciting point in the School's journey.

It is expected that the Director of Development and Alumni Relations will have the following:

1. Character and Personality

- A sense of humour is essential.
- A colleague people want to work with and work for.
- The candidate needs to be supportive of and uphold the ethos of the School at all times.
- Be committed to supporting Barnard Castle School through this important role and driven to want the School to thrive.
- Able to work exceptionally well under pressure, capable of prioritising an exceptionally busy and varied workload and to cope with interruptions.
- A pro-active person with high levels of drive, energy and stamina.
- Capable of showing initiative, including being able to think ahead and flexibly.
- Outgoing, confident, affable and positive.

2. Skills

The candidate will have proven and demonstrable skills in the following:

- Outstanding communications skills.
- Written: the ability to captivate and inform a range of different audiences in an effective and suitable way for different communication channels. In addition, an excellent command of the English language i.e. good proofreading abilities, strong accuracy and attention to detail.
- Verbal: both face-to-face, online and on the telephone, with the ability to actively 'sell' the School in an appropriate manner to a diverse range of audiences as and when needed.

Excellent interpersonal skills:

- Ability to demonstrate and inspire successful and effective customer relations, communication and care.
- Ability to quickly establish good links with alumni, students, parents, staff and Governors.
- Creativity: A good eye for design and how to stand out and attract people's attention. To be able to capture and express Barnard Castle School.
- Strong numeracy skills, with the critical intelligence capable of systematically analysing performance, the market and competitive landscape.

Excellent administrative skills:

- A high level of organisational and administrative competency.
- Strong computer literacy with a working knowledge and ability in Microsoft Word, Excel and database programmes and an ability to pick up new systems quickly.

3. Experience

- Experience of working in development, with a track record of successful team leadership and the ability to influence, motivate and persuade at all levels.
- Experience of the creation and implementation of strategy, plans and budgeting, with a record of successfully delivering against objectives.
- Experience of successfully developing and implementing all aspects of marketing communications. This includes up-to-date knowledge/experience of both online marketing (websites, CMS, email campaigns and social media for business), as well as offline marketing (communications, print and promotional materials etc.)
- Relevant qualifications: as well as having a record of good academic achievement and ideally educated to degree level or equivalent. It is also important that they can demonstrate a real interest in or love for development, via continuous professional development.

Further Details:

- The role is 40 hours per week, over 52 weeks per year.
- Monday to Friday inclusive, with lunch break of one hour each day.
- We recognise that in changing times, some degree of flexibility may be sought and we are open to discussions.
- A total of 5 weeks holiday is offered (25 days) plus bank holidays. There is flexibility of when holiday time can be taken, however we do expect candidates, where possible, to take their holidays outside of our busy times.
- Members of the Development, Marketing and Admissions departments are expected to understand that their working hours, at times, need to reflect and be in line with our prospective and current parents' busy lives. There needs to be a flexibility within the department to ensure that outstanding customer care and communications are successfully delivered when appropriate and needed – which will not always be between 9am-5pm, Monday to Friday.
- The candidate would also be expected to attend key School and OB events e.g. functions, Open Days, Sports Festivals, major concerts and recruitment and retention events. This will involve some weekend work during term time.
- Salary negotiable depending on experience.

Benefits:

- Fee remission.
- Free lunch and beverages throughout the day (during term)
- Contributory Pension Scheme



Recruitment Process

Barney Application Process:

If you feel that you can meet the above requirements then please submit a letter of application along with the Barnard Castle School application form to the Headmaster. Only applications containing the requested information will be considered.

Applications should be sent to:

Mr A C Jackson
Headmaster

Barnard Castle School
County Durham
DL12 8UN

Phone 01833 696098

Fax 01833 638985

E-mail hr@barneyschool.org.uk

Closing Date

Friday 21st January 2022

Shortlist Interviews

w/c Monday 31st January 2022

Information about Interviews:

Applicants should read carefully the application procedure – guidance for applicants, Policy on the Recruitment of Ex-offenders and the Disclosure policy and the Safer Recruitment policy.

Barnard Castle School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. This post is exempt from the Rehabilitation of Offenders Act 1974 and all applicants will undergo child protection screening, including checks with past employers and an enhanced DBS and Barred list check with Disclosure and Barring Service.

Barnard Castle School is an equal opportunities employer.

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