**POSITION DESCRIPTION**

<table>
<thead>
<tr>
<th>POSITION TITLE:</th>
<th>Director of Development</th>
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<tr>
<td>REPORTS TO:</td>
<td>Principal</td>
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<td>CO-ORDINATES WITH:</td>
<td>Foundation Board</td>
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<td></td>
<td>Communications Manager</td>
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<td></td>
<td>Community Development Office</td>
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<td>Heritage Officer</td>
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<td>PC Old Girls’ Association</td>
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<td>Reception</td>
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<td>Staff</td>
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**QUALIFICATIONS:**
- Tertiary qualifications in Marketing, Communications, Public Relations or similar.

**EXPERIENCE:**
- Demonstrated ability to provide strategic direction for the School’s philanthropic goals.
- Knowledge, experience and a passion for fostering innovative fundraising strategies as well as an established track record in achieving philanthropy goals.
- Keen understanding of annual fundraising strategies, methods, metrics and best practices, preferably within an educational context.
- Possess highly developed verbal and written communication skills with a proven ability to build strong relationships with both internal and external members of the community.
- Recognised ability in high level strategic planning, project management, marketing and organizational skills.
- Understanding of Alumni Relations

**PERSONAL ATTRIBUTES:**
- Authentic with a strong personal presence, communication skills and natural capacity to network with stakeholders.
- Strategic thinker with a creative approach to achieving goals.
- High standard of customer service and outstanding relationship-building skills.
- Philanthropic nature with demonstrated ability to negotiate, influence and meet critical deadlines and targets.
- Collaborative team player with the ability to work proactively and autonomously
- Demonstrates respect, takes initiative and is self-motivated to achieve results.
- Understands the requirement to maintain confidentiality.
- Highly organised and excellent attention to detail.
- Ability to work flexibly (this role includes evening and weekend work on occasion)
- Completely supportive of Perth College’s Anglican heritage and willing to be part of the total life of the School.

**POSITION PURPOSE:**
The Director of Development is responsible for leading the School’s Philanthropic programmes and developing opportunities for building relationships and contribution within the School community. A major component of this role will be to build a culture of philanthropy through cultivating...
relationships in order to develop, secure and maintain new income sources for present and long term financial support. You will directly manage and implement key fundraising programmes including individual and corporate giving. Maintaining and cultivating relationships with our Old Girls Association is a contributing factor to success in this role.

**KEY RESPONSIBILITIES:**

**Strategic Planning**
- Develop, promote and implement a comprehensive Strategic Development and Fundraising plan for the School to achieve philanthropic outcomes to support the future of the School.
- Develop the associated marketing and communication plan which aligns with the Strategic Development and Fundraising plan to achieve a successful outcome.
- Engage with all stakeholders to promote and market the vision of the Foundation and programmes within the Strategic plan.
- Lead the School in a systematic and planned approach to execute the plan in a way which develops and celebrates a culture of philanthropy.

**Fundraising**
- Take ownership of the School’s philanthropic programmes and oversee them to ensure that they are all aligned to the School’s ethos and values.
- Work closely with the Principal, Executive and Foundation to lead, promote and implement the philanthropic programmes in the School.
- Implement a range of strategies to increase awareness of and support for the bequest programme.
- Lead and manage the School’s major fundraising programmes and associated volunteers.
- Represent the School and advocate the benefits of philanthropic support to potential benefactors.

**Foundation**
- Actively champion a culture of philanthropy at Perth College and within the community.
- Assume the executive role of Secretary to the Foundation Board and work closely with the Principal, Chair of Foundation and Director of Finance and Administration in researching and organising the activities of the Foundation including their meeting (papers, minutes etc).
- Provide advice to the Board on potential community support for Foundation projects.
- Implement strategies to promote, encourage and acknowledge donors to ultimately grow the culture of philanthropy.
- In collaboration prepare all communication materials that support the activities of the Foundation and philanthropic programmes in the School.
- Oversee and manage the Database for philanthropic purposes (CRM) and alumni relations.

**Alumni**
- Develop, implement and oversee an Alumni Relations Plan to increase the engagement of Old Girls within the School community and to strengthen relationships between members of the community.
- Develop and maintain strong relationships with the Old Girls Association to foster an ongoing link with former students as part of the broader marketing and fundraising function.
- Support the Old Girls’ Association with their reunion programme and other events.
- Work collaboratively to develop and maintain Old Girl networks including chapters and groups.
- Be the point of contact between the Old Girls’ Association and the School.
- Take responsibility for Old Girls’ Communication and publications.
- Maintain and update social networking platforms to connect with Old Girls e.g. LinkedIn etc.
- Maintain, enhance and increase the traffic to the Old Girls website, by actively encouraging this medium as a source of key information.
- Attend Old Girls Association Meetings as required to support their activities.

**General**
- Research and undertake special projects for the Foundation and Principal as required.
- Play an active and constructive role in whole of school social and networking activities.

**Term:**
This role is full-time and will be for an initial term of three (3) years.

**Success Criteria:**
Success in the role will be inclusive of the ability to bring agreed key initiatives from the School’s Strategic Development and Fundraising plan to fruition as identified and agreed with the Principal and the Foundation.

**Hours of Work**
8.00 am – 4.00 pm Monday to Friday.
Flexibility of hours (evening and weekend work) will be required to facilitate effective input and involvement in the full scope of this position. The incumbent will be required to attend meetings, functions and promotional events as part of, or in addition to, normal working hours.