



# Sheiling School Thornbury

Thornleigh Camphill Communities

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## JOB DESCRIPTION

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**Job Title:** Fundraising and Media Officer

**Responsible to:** CEO of Sheiling School

**Responsibilities:**

As a Camphill school and children's home for young people with special educational needs, working with the therapeutic insights of Rudolf Steiner, the Fundraising and Media Officer will uphold the vision, principles and goals of the School. The Fundraising and Media Officer will ensure that our values are built into the culture and practices, and will give professional support and guidance to individual staff and to groups, alongside promoting the spiritual, social and cultural life of the School.

## FUNDRAISING

- Assist the CEO to develop a Fundraising strategy for the School and a plan for its practical application.
- Take the lead for all identified School fundraising projects as required, liaising with the Head of Resource to ensure all health and safety and site matters are considered.
- Identify and engage with potential donors, building up a network of contacts and managing positive professional relationships.
- Develop engagement with existing stakeholders such as parents and staff, through focused communications and events.
- Take the lead or assist in the planning, preparation of all Fairs, Parents Days and Open Days, and attend all events.
- Assist in writing tailored fundraising applications, maintaining attention to detail at all times.
- Build and maintain a database of donor contacts and key information.
- Develop a calendar of fundraising events and key dates, to ensure a diverse and ongoing income stream.
- Creatively identify, organise and attend fundraising events to promote the School.

- Provide regular and timely reports for donors to update them on progress and show our appreciation and recognition for their support.
- Organise and host visits from key supporters.
- Maintain an awareness of the School's eligibility for Government and non-government grants, and assist with the preparation and submissions of grant applications.
- Manage Gift Aid claims and maintain appropriate records in accordance with charity law

## PR, COMMUNICATION & MARKETING

- Coordinate the School's PR and marketing activity through the School's website and social media accounts
- Take a lead role in developing the School's website to ensure the information is always accurate and the School's unique selling points are advertised clearly
- Liaise with the School's Communications Consultant and support CEO with the effective handling and response to adverse publicity about the School in the media
- Enhance and protect the School's reputation and profile locally and nationally.

## MEDIA

- Research, set up, develop and maintain effective software systems for the School
- Provide software support to the SLT and staff as required ensuring that all staff have sufficient knowledge to use the systems effectively
- Archive and digitize the School's documents according to an agreed schedule. Liaise with the Head of HR to ensure correct procedure is in place with respect to GDPR.
- Ensure that GDPR practical training specific to the School's systems is provided to all staff (i.e. emails). Take lead with designing training.
- Ensure that all software systems used by the School are cyber secure. Liaise with Head of Resource to ensure that the School meets all relevant cyber security standards.
- Ensure that the staff mobile phone system is fit for purpose and all phones are topped up as necessary.

## STAFF MANAGEMENT

- Train, support, supervise and appraise the PA to the CEO and the Reception Administrator when required. This includes conducting supervisions, monitoring workloads and identifying training needs to ensure a high level of performance.
- Directly manage the PA to the CEO to ensure the CEO is supported effectively as a priority over all other responsibilities.
- Maintain awareness of and commitment to the School's equal opportunity policies in relation to both employment and service delivery.

## GENERAL RESPONSIBILITIES

- Take minutes of meetings as requested by the CEO.
- Support SLT members as required with prior authorisation from the CEO.
- Draft documents as requested by the CEO.
- Provide general clerical assistance, including typing, filing, photocopying, and taking messages for staff, support at reception, as and when required, to ensure the efficient operation of the School.
- Attend meetings, conferences and workshops identified by the CEO.
- Maintain confidentiality at all times; some information will be of a sensitive nature, some will be covered by the GDPR.
- Perform duties to agreed timetables and deadlines
- Comply with health and safety policies, including fire precautions and prevention.
- Ensure all School policies are read, understood and followed.
- Maintain confidentiality of all information concerning pupils and staff.

## SAFEGUARDING

- Implement, promote and comply with the Sheiling School's Safeguarding policies and procedures.
- Encourage good practice and support of procedures to protect children and young people.

## LEARNING AND DEVELOPMENT

- To receive regular supervision from the CEO.
- To participate in an annual appraisal by the CEO.
- To undertake such professional development as is agreed at appraisal or in supervision.

## OTHER

- To have regard to the health and safety of all users of the building and assist site staff in the event of any emergency or fire drill.
- To deal quickly and calmly with emergencies, giving accurate information to the emergency services and others when required.
- Such other duties as the Company may from time to time require.

Any additional duties will normally be to cover unforeseen circumstances or changes in work, and will usually be compatible with the regular type of work. If an additional task or responsibility becomes a regular or frequent part of the job, it will be included in the Job Description in consultation with the post holder.

## PERSON SPECIFICATION – FUNDRAISING AND MEDIA OFFICER

Criteria for Selection	Essential or Desirable	Method of Assessment
<b>Education, Training and Qualifications</b>		
High general level of literacy and numeracy, preferably educated to degree level.	<b>E</b>	Application form Qualifications
Relevant qualification for the role	<b>D</b>	
<b>Experience</b>		
Experience with fundraising and marketing	<b>E</b>	Application form Qualifications References Interview
Experience with setting up and maintaining software systems	<b>E</b>	
Staff management experience	<b>E</b>	
Experience in a school or other educational establishment	<b>D</b>	
<b>Skills and abilities</b>		
Excellent relationship building and communication skills, including the production of written reports	<b>E</b>	Application form References Interview
An ability to learn fast and absorb information quickly	<b>E</b>	
Collaborative skills	<b>E</b>	
Excellent working knowledge of social media (Facebook, Instagram)	<b>E</b>	
Good decision making, based on evidence	<b>E</b>	
Excellent time management and organisation	<b>E</b>	
Excellent delegation and coordination skills	<b>E</b>	
Ability to manage and prioritise a varied work load in a number of related, but diverse, disciplines	<b>E</b>	
Excellent word processing, spreadsheet skills	<b>E</b>	
Keeping a clean, tidy, well ordered environment	<b>E</b>	
<b>Personal qualities and attitude</b>		
Willingness to work flexible hours including occasional evenings & weekends	<b>E</b>	References Interview
Ability to maintain confidentiality	<b>E</b>	
Ability to work under pressure	<b>E</b>	
Good communicator, diplomatic	<b>E</b>	
Self-motivated and motivates others	<b>E</b>	
Team player, inclusive and respectful	<b>E</b>	
Actively support the ethos of the School	<b>E</b>	
Problem solver, strategic thinker and planner	<b>E</b>	
Excellent attention to detail	<b>E</b>	