



Cheadle Hulme School

# Fundraising & Engagement Manager

Applicant Information pack



# Thank you for considering the role of Fundraising & Engagement Manager at Cheadle Hulme School

## Why CHS?

Cheadle Hulme School has built a reputation as one of the region's most modern, relevant and dynamic schools, with 1,600 students aged 3-18. But CHS is more than just a school; it is a thriving, co-educational community, with a strong sense of our history and values.

We believe a successful **educational experience** involves more than pupil and teacher; it involves a broad network of people who each contribute to the development, growth and experience of the individual.

As such, our staff are our greatest asset, and the key to our success. We want to attract and retain the best, provide them with encouragement, stimulus and ensure that they feel valued as an integral part of the school community.

## Our Values

Through an active, academic and altruistic curriculum, our pupils are provided with opportunities to help them make the very best of their journey at CHS.

At the centre of their **CHS experience** lies a set of core values instilled in all members of our CHS community:

- Integrity
- Endeavour
- Resilience
- Compassion
- Contribution

# Our location



Cheadle Hulme School

## Our campus and location

Located ten miles south of Manchester, Cheadle Hulme School is set in 83 acres of countryside with fine historical Victorian buildings.

Take a drone tour of our beautiful campus, or have a look inside the buildings on our virtual tour with former student Oscar, [here](#).

Manchester has a history of and commitment to ambition, creativity and a thriving knowledge economy. In 2016 Manchester was named by The Economist Intelligence Unit as among the world's 50 most liveable cities ahead of London, New York and Rome. Public and private sector investment has transformed the area and will continue to open new economic and leisure activity opportunities. There are excellent transport links including Manchester Airport and frequent trains to London, only two hours by rail. The Peak District, North Wales and Lake District are easily accessible, as are an array of cultural and sporting activities.



# What we offer



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## The CHS Package

We value all staff in our CHS community and offer a wide range of benefits, support and wellbeing initiatives. For our Professional Services staff this includes:

- 25 days annual leave, in addition to bank holidays
- Fitness facilities and clubs including:
  - Free on site fitness suite, with dedicated staff opening times
  - Free on site swimming pool, with dedicated staff opening times
  - Subsidised staff yoga sessions
  - Staff football team
  - Walking routes around our 83 acre site
- Generous employer pension contributions
- Cycle to work scheme
- Free on site parking
- Free lunches provided during term time (served by the award-winning Catering Team Sodexo)
- Free access to our Employee Assistance Programme, providing confidential counselling, advice and referrals to staff on a wide variety of work and personal issues, 24/7
- Private healthcare
- Remission of Senior School fees



# The role



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## The Department

Located in the heart of the school, the External Relations Team works collaboratively with all colleagues across the school to enhance the CHS reputation, build positive relationships with stakeholders and inspire action in support of the school's strategic priorities.

External Relations encompasses Admissions, Marketing and Communications, Alumni Relations and Fundraising.

## The role

The post holder will be the key contact with our current and new donors and will focus on maintaining and developing long term relationships, raising funds and increasing the profile of the School's Bursary Fund and Capital Appeals.

Reporting to the Director of External Relations, this outward facing role will also involve managing fundraising events and supporting the External Relations Team with school-wide projects.

A pro-active, positive and dynamic individual, you will ideally have experience of fundraising and understand the different ways that people make donations and provide support and be adept at engaging different audiences. To complement this, you will be an excellent communicator with an understanding of how to use and write for social media channels and websites. Experience of using databases and data management would also be useful.

The ability to be flexible is essential as this post will require that hours are sometimes worked during evenings and weekends as determined by school events.

You will join us on a full time, permanent basis, and in return, you will receive a salary of up to £26,700 per annum.



### Responsibilities

- Support the Director of External Relations in delivering the Fundraising Strategy and annual appeal programme.
- Sharing the story of the school's priority fundraising projects to the whole community through engaging content for the website, social media and email / direct mail marketing campaigns.
- Planning and implementing highly customised annual appeals and stewardship campaigns.
- Researching and identifying opportunities to cultivate and steward donors and prospects – either through the existing programme of events or creating new initiatives;
- Researching and producing trust funding applications and donor proposals;
- Act as the main point of contact for all supporters and respond on the schools behalf to all correspondence, maintaining accurate records of all communications on the database;
- Ensuring the accurate recording and timely acknowledgement of all donations received;
- Providing evaluation and analysis of income and make recommendations for future fundraising;
- Keeping up to date with developments in Alumni Relations and Fundraising;

To undertake additional reasonable duties as requested by the Director of Admissions and External Relations or another appropriately senior colleague.

This is not an exhaustive list, and will vary as the School's requirements change.

The ability to be flexible is essential as this post will require that hours are sometimes worked during evenings and weekends as determined by school events.

# Your skills and experience



Cheadle Hulme School

We are looking for an enthusiastic and personable individual to join the team, and the following qualifications, skills and experience would be advantageous.

## Qualifications and Experience

- GCSE grade C or above in 5 subjects including Maths and English
- Excellent verbal and written communication, with a high level of attention to detail
- Creativity, with the ability to plan and design marketing collateral and bring new ideas
- High level of integrity and confidentiality
- Some experience with using CMS systems and digital marketing tools
- A team player, good at multitasking and able to autonomously organise your own daily and weekly tasks within a busy working environment
- Ability to collaborate and form excellent working relationships across the school community
- An understanding and appreciation of the aims and purpose of the School's Bursary Fund.



## The Application Process

A completed Application Form, available from [our website](#), is to be submitted to the Human Resources Department: by 8am on Thursday 04 August 2022.

Phone Number: 0161 488 3330

Email: [HumanResources@CHSchool.co.uk](mailto:HumanResources@CHSchool.co.uk)

Postal Address: Cheadle Hulme School, Claremont Road, Cheadle Hulme, Cheshire, SK8 6EF

Interviews will likely take place on Thursday 11 August 2022.

*Cheadle Hulme School is committed to safeguarding and promoting the welfare of young people and expects all staff and volunteers to share this commitment. All appointments at Cheadle Hulme School are subject to clearance by the Disclosure & Barring Service and to identity and qualification checks.*

*Cheadle Hulme School is an equal opportunities employer and values a diverse workforce; we welcome applications from all sections of the community.*

*Registered Charity Number 1077017 for the education of children.*



**Cheadle Hulme School**

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