



# EVENTS AND ENGAGEMENT OFFICER

FULL TIME | PERMANENT





# 01

*We believe that Eton's traditional excellence should not only be maintained and developed but should be shared more widely. We have received wonderfully generous support for all of our priorities – reinforcing excellence at Eton: providing more bursaries for boys who should come to Eton but cannot afford it: and building partnerships with the maintained sector. We will need to build further on past generosity to achieve our ambitions.*

LORD WALDEGRAVE OF NORTH HILL (AJM, RDM 65)

## EVENTS AND ENGAGEMENT OFFICER

Be part of an exciting new initiative at Eton College and help shape the future of one of Britain's most famous institutions.

The Communications, Engagement and Development teams (also collectively referred to as the External Relations Team) at Eton are in a period of exciting and sector-leading transition. Following the recent appointment of a Head of Development, and three additional team members, as well as the creation of a professional communications team, the College now seeks to make a further appointment as part of a thoughtful reshaping of its external relations activities.

In this next phase of expansion, we seek an experienced and highly talented events and engagement professional to join the group. We are interested in hearing from specialists with well-honed events management and stewardship skills with the potential to become a leader in their field. Prior schools experience is not essential.

Eton currently has eleven members of staff working within the Development team; 9 full-time and 2 part-time: led by the Head of Development. Alongside them sits the Communications team of three managing the College's central communications. This new role will initiate a third strand of activity critical to the success of the other two teams and to the College itself.

The College is about to embark upon the process of strategic planning for the next five years. As Eton works to set its priorities through

until 2028, and thereafter looks forward to its 600th anniversary, the External Relations team will be working to communicate our purposes with clarity, engage a wide range of stakeholders more closely and, of course, to raise additional capital to build our endowment on which so much of our work depends. The successful candidate will be central to that.

Reporting to the Director of Communications, Engagement and Development, the Events and Engagement Officer will continue to professionalise the College's ability to optimise its events for its stakeholders. This will involve the development and delivery of a programme of opportunities for outside parties to engage with Eton and could range from high profile national conferences for teachers to stewardship programmes for current and potential donors and tailor-made events for groups of alumni. The successful candidate will work across a wide community of stakeholders including current and past parents, Old Etonians, and other supporters of the College. They will have exacting standards, a high level of attention to detail, and will be a self-starter with initiative, confidence, drive, and flexibility.

Eton College offers an outstanding working environment, a wide range of benefits and the opportunity to further develop your professional skills and expertise.

## ETON LOOKING OUTWARDS

Eton's willingness to innovate and evolve is a tradition which has seen the school thrive for almost six centuries.

Over the past seven years, under the leadership of Simon Henderson, Head Master, Eton College has sought to balance its responsibilities as a school caring for over 1300 pupils with an ambition to look outwards and engage with the world at large. In May 2020 the Head Master announced that the College would commit to substantial ongoing expenditure to help respond to the challenge of the COVID crisis as well as raising funds for the immediate needs of the College. This ambition has found many forms, most notably in the announcement in 2021 of a partnership with Star Academies aiming, in the first place, to open new free schools in the North and Midlands of England.

To support this and other initiatives, the College has undertaken a rapid expansion and restructuring of its external facing departments under the leadership of Justin Nolan. This has included the appointment of a Head of Communications and an effective communications team aiming to improve both internal communications and share Eton's story beyond its walls. In addition, recognising that Eton's responsibilities as an educational charity must grow and improve Eton College has also committed to growth in its Development team. Development is not a new concept at Eton and the College has a long track-record in fundraising dating back to the beginning of

the twentieth century, when we raised the funds to build School Hall. Although Eton is a wealthy institution, we need to raise further capital to achieve our ambitions: to be both a brilliant school and act as an effective educational charity with a wider remit.

Underpinning all this is a planned engagement programme. Its purpose is to provide opportunities for people to visit Eton for a wide range of events and through that contact come to understand more about the institution, its purpose and its ambitions. This is a role for someone who is interested in developing a programme which allows people to deepen their relationship with Eton College and which will build a wide range of friends and allies to assist us in our mission to be both a brilliant school and a leading educational charity.

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## A MESSAGE FROM THE DIRECTOR

Dear Candidate

Thank you very much indeed for considering an application to join our External Relations team at Eton College. Although Eton has a long and proud history dating back to the fifteenth century it is a very modern educational charity. At the heart of this endeavour is, of course, the school that sits on the bank of the Thames, overlooked by Windsor Castle. But Eton is more than the school and provides educational opportunities far more widely. We hope this is shortly to be enhanced by the opening of new schools in academic 'cold spots' in the North and Midlands aiming to transform the educational landscape in those areas and provide extraordinary opportunities for highly academic pupils to realise the best of their abilities, subject to us winning government approval.

We sit at the heart of a great network of potential supporters – people who can help Eton in many different ways to achieve its mission as a modern, outward looking institution. Much of the essential groundwork is in place. We have a warm and effective relationship with the Old Etonian Association, our alumni body, we have invested in our database over the past few years, and we have transformed our communications in the past eighteen months with the appointment of a Head of Communications. But there is so much more we can do to help ensure that people have a reason to visit the College and, when they do, they experience

wonderful events that encourage them to be in closer contact and help explain to them our purposes.

I am looking for another experienced and talented individual in this endeavour. As you will see from the person specification there are clear accounts of the strengths we would hope the successful applicant will bring to the office. Eton has an extraordinary network of supporters within its alumni and parent body, and they expect everything we do in every sphere to be well conceived, rational and carefully managed as well as having a touch of stardust. As an experienced Events and Engagement professional you will be able to deliver in these areas, inspiring people with the amazing potential Eton has to make a difference in the lives of young people both at school and beyond, as well as ensuring that you are the master of detail.

Having worked at Eton for twenty-five years I can speak for the excellence of Eton as a workplace. You will be joining motivated colleagues throughout the College who are deeply committed to their roles. Life here is busy, challenging and never dull.

Yours sincerely,

**Justin Nolan**  
Director of Communications,  
Engagement and Development

## ETON TODAY

The Eton College of the 21st century is focused on the future while valuing its heritage.

Today's school is a progressive and increasingly diverse community. Inclusivity, individual student development and innovation in teaching and learning are our guiding principles.

### ACCESS

Eton has made places available free of charge since its foundation in 1440 and we remain committed to making an Eton education accessible to talented students from all backgrounds. We offer over £8,000,000 annually in means-tested fee remission as part of our financial aid projects, with 90 students currently attending Eton on free places.

### PARTNERSHIPS

We also have one of the largest and most effective partnership programmes of any independent school in the country, with annual interactions with over 100 state-funded primary and secondary schools. These include the two free schools that Eton was involved in establishing, both of which offer an Ofsted 'outstanding' education to their pupils: Holyport College, and the London Academy of Excellence. Eton's staff and pupils benefit greatly from these relationships.

Our partnership programme encompasses a wide range of activities, including; teaching provision, sharing sports facilities with local schools and community groups, student mentoring in numeracy and literacy, a Summer School programme, an annual

Community Fair fundraising for charities, and voluntary service in the local community. We encourage all our people – students and staff – throughout their time at Eton to engage actively with service to their local communities.

We work with numerous state schools on activities of mutual benefit as part of the 'Eton Connect' programme, with a particular focus on enriching partnerships with Holyport College, the London Academy of Excellence, the Thames Valley Learning Partnership and Star Academies. We have offered free self-study EtonX courses as a response to the Coronavirus pandemic, which have been taken up by over 1,000 state-maintained schools in the UK.

### INNOVATION

We are a forward-thinking school, always seeking to work at the forefront of developments in teaching and learning. The Tony Little Centre for Innovation and Research in Learning (CIRL) is a dedicated centre that allows the school to work alongside partners to explore the latest pedagogical research findings and new technologies and to conduct research projects.









# ABOUT THE ROLE

We value individuality, difference, teamwork and the contribution everyone makes to the life of the school.

This is an exciting opportunity to develop and implement an outstanding Events and Engagement programme to help grow support for, and engagement with, the College and its purposes. Reporting to the Director of Communications, Engagement and Development, the Events and Engagement Officer will develop and implement an ambitious and wide-ranging events and engagement programme for the College community which includes current and past parents, Old Etonians and other supporters of the College. The programme will include both small and large events – from lunches, dinners, receptions, and alumni reunions to bespoke donor visits to the College. In addition, there will be opportunities to work with the Partnerships team to create conferences bringing teachers to Eton from all over the country to share ideas and professional best practice. These are intended to become key events in the educational calendar.

## JOB DESCRIPTION

- Work with the Director of Communications, Engagement and Development to create and implement a highly ambitious and sustainable events and engagement strategy and programme for current and potential donors and supporters at all levels; events will be wide-ranging and will, for example, include lunches, dinners, receptions, and alumni reunions;
- Working with the Partnerships team to create and lead sector-leading educational conferences – showcasing the best in education and helping inspire teachers with new possibilities;
- Create a programme of engagement events to draw stakeholders closer to the College and understand its purposes;
- Develop policies and procedures to ensure a coherent and integrated approach to stewardship within the Development team;
- Work closely with the Old Etonian Association in support of the College's alumni engagement programme;
- Work with the Communications team to ensure that all engagement activities are coordinated with the Communications function;
- Create and implement systems for evaluating the effectiveness of conferences, events and stewardship activities;
- Develop effective data driven strategies in support of events and engagement activities;
- Support events and engagement through the implementation of strong support systems, and day-to-day practices;
- Ensure all events activities undertaken in support of the College are performed to the highest standards;
- Work with internal and external stakeholders, volunteers, and other supporters to maximise their relationships and networks;
- Produce timely, relevant, and accurate reports on progress and projections on all events and engagement activities;

*This list is not exhaustive and is subject to change. The successful candidate will be expected to fulfil any reasonable request made by the Head Master or their Head of Department.*



- Manage budgets and optimise relationships with supplier networks ;
- Work closely with the College operations team to optimise use of internal resources and ensure all events are delivered in line with College processes and protocols;
- Ensure that all activities comply fully with the relevant data protection and any other legislation in the UK and overseas;
- Carry out other duties as may reasonably be requested by the Director of Communications, Engagement and Development;
- Support the delivery of the College's charitable vision, by attending events and presentations and acting as a strong ambassador for Eton;
- Commitment to and promotion of equality, diversity and inclusion;
- All positions at Eton are classed as 'regulated activity' as per the Keeping Children Safe in Education 2022 guidance, therefore a good understanding of safeguarding procedures is essential;
- Commitment to safeguarding and promoting the welfare of children, including but not limited to, completing safeguarding training as required, and ensuring any safeguarding updates issued by the College are read and understood;
- Understand and comply with procedures and legislation relating to confidentiality.

## STAKEHOLDERS

Key internal stakeholders include, but are not limited to:

- Development, Communications and Partnerships Teams
- The Provost and Fellows
- Members of the Leadership Team and their executive assistants
- Fundraising committees and working parties
- The Old Etonian Association (OEA)
- Heads of Department
- Old Etonian and parent volunteers
- Our partners at Star Academies

Eton College is committed to safeguarding and promoting the welfare of its students and staff and expects all staff and volunteers to share this commitment. This role is classed as 'regulated activity', whereby the post holder may be required to have contact or be involved in unsupervised activities with children. It is a criminal offence for any person who is barred from working with children to attempt to apply for a position at the College. The suitability of all prospective employees will be assessed during the recruitment process in line with this commitment. All offers of employment are subject to a number of recruitment checks, including but not limited to; verification of identity and right to work in the UK, an Enhanced DBS check, pre-employment health check questionnaire, satisfactory references, verification of professional qualifications which the College deems a requirement for the post, or which were otherwise cited in support of your application and probationary period.



*We are committed to creating and sustaining an environment that values and celebrates the diversity of both staff and pupils. We believe in equal opportunity for everyone, irrespective of age, disability, gender, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sexual orientation or socio-economic background.*

We are looking for suitably qualified candidates from all backgrounds.

#### ABOUT YOU

You will be an ambitious and skilled Events & Engagement professional with demonstrable experience of conceiving and implementing complex events and engagement programmes and the confidence to work with our wider external relations team to reshape what we do for the future. You must bring both strategic and tactical approaches, combining the ability to think ahead with the willingness to personally deliver on the detail. Over time this role may become a leadership role as the team grows.

#### SKILLS AND COMPETENCIES

The following are viewed as essential qualities for the post:

- Demonstrable experience of successful and sophisticated events management to include: taking or creating a brief, planning the event, setting targets, aligning all resources, communications and promotion, managing budgets and suppliers, event delivery and follow up;
- Proven track record of developing and implementing complex engagement strategies for stakeholders;
- Strong team player;
- Excellent written and verbal communication skills;
- Natural gravitas;
- High levels of commercial awareness, tact, and discretion;
- Experience of CRM systems (ThankQ preferred);
- Energy, resourcefulness, and tenacity;
- Passion for the transformational impact of education and empathy with the College's Aims and Vision;
- An appreciation of tradition and history as well as innovation;
- Values and promotes diversity and inclusion and has the skills to support an inclusive and diverse school community;
- Awareness and understanding of the safeguarding and welfare of children and a clear commitment to delivering best practice in safeguarding;

To be successful in the role, the incumbent should also be:

- An individual with exacting standards and high attention to detail;
- A self-starter with initiative, confidence, drive and flexibility.

#### Working pattern:

- Your working hours will be 35 hours per week, 9am to 5pm, Monday to Friday with one hour unpaid for lunch, over 52 weeks per year. Please note, some flexibility will be required on occasions where you are required to attend events outside of your normal working hours.

Eton College is committed to creating and sustaining an environment that values and celebrates the diversity of its staff and pupils.

Interested candidates are invited to contact RSAcademics to arrange a confidential discussion with:

Nina Lambert, Search Consultant: [ninalambert@rsacademics.com](mailto:ninalambert@rsacademics.com)

Early applications are encouraged as we may conduct some preliminary interviews before the closing date.

Candidates should submit:

A completed application form (available to download from <https://www.rsacademics.com/current-vacancies/events-and-engagement-officer-eton-college/>).

A covering letter addressed to the Director of Communications, Engagement and Development, Mr Justin Nolan. The letter should be a maximum of two pages and should explain your reasons for applying and outline your suitability for the role.

**The deadline for receipt of applications is 10:00am on Tuesday 7 February 2023.**

Applications should be made electronically to RSAcademics. To submit your application please upload your documents according to the instructions on the RSAcademics website. If you have any questions about uploading your application documents, please contact Jonathan Barnes, Head of Operations (Leadership Appointments), at: [applications@rsacademics.com](mailto:applications@rsacademics.com). Jonathan can also be reached by calling our Head Office on +44 (0)1858 383163.

All applications will be acknowledged by email. If you have not received acknowledgement that your application has been received within two working days of sending it, please contact RSAcademics' Head Office by telephone.

- Preliminary virtual interviews will take place with RSAcademics via Microsoft Teams in the week commencing 13 February 2023.
- Longlist interviews will be held via video conferencing w/c 20 February and 27 February 2023
- Shortlist interviews will be held at Eton College w/c 27 February and 6 March 2023



*Founded in 2002 by Russell Speirs, RSAcademics specialises in schools, in the UK and internationally. The company advises on business strategy and strategic marketing, development and fundraising, leadership consultancy and the search and selection of Heads, Chairs of Boards, Bursars and other senior staff. Comprising a team of exceptional talent and experience, RSAcademics provides a high-quality service to schools with rigour, expertise and warmth. RSAcademics is committed to promoting diversity and inclusion in schools. Please visit [www.rsacademics.com](http://www.rsacademics.com) for more information.*



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## THE BENEFITS

We believe that all our staff deserve the fullest support in achieving their own potential

An excellent remuneration package is offered for the post. The salary is up to £40,000 per annum, depending on skills and experience.

The College offers a number of attractive benefits including an 11% employer contribution to your pension (with 4.9% employee contribution) and 21 days annual holiday entitlement (plus bank holidays).

Eton College is committed to safeguarding and promoting the welfare of children, and applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers, an Enhanced Disclosure from the Disclosure and Barring Service and an online search. The appointment will be subject to satisfactory references, proof of identity and qualifications and a satisfactory medical report.

All members of our community are encouraged to participate fully in the life of the school and to enjoy the beautiful grounds and facilities. Windsor is just across the river, with a tangle of pretty lanes, chic shopping streets, green spaces, ancient castles and picturesque tea shops. There is plenty to see and do. Windsor also hosts the oldest and largest inhabited castle in the world as well as one of Britain's oldest and most prestigious repertory theatres. 20 miles of beautiful and historic waterway meanders through the Royal Borough of Windsor and Maidenhead, leaving historic villages and iconic attractions waiting to be discovered, such as the Stanley Spencer Gallery in Cookham, Windsor Guildhall, Maidenhead Heritage Centre and LEGOLAND Windsor. London is also easily accessible by rail or motorway.

For more information about Eton College please visit [www.etoncollege.com](http://www.etoncollege.com)

### Other benefits of service include:

- Employee Assistance Programme
- Bike-to-work scheme
- Eyecare plan
- Free use of sports and leisure facilities, including: 25m indoor swimming pool, gym, golf course, tennis courts, squash courts and Dorney Rowing Lake
- Discount at local shops and amenities

