



# ASSOCIATE DIRECTOR

(MAJOR GIFTS)



ETON  
COLLEGE





# A WELCOME FROM THE PROVOST-DESIGNATE

Thank you for your interest in this role at Eton College.

Eton College is a remarkable institution now in its 584th year and its historic foundation provides a strong platform for a thoroughly modern school. Eton sits at the heart of a broader educational foundation now embarking upon a project, in partnership with Star Academies, which promises to redefine the relationship between the state and independent systems to the benefit of both. It is at this pivotal moment in Eton's history that I am honoured to assume the role of Provost.

The Development Office at Eton is critical to our future success. We are fortunate enough to have a large, highly engaged network of Old Etonians, parents and friends who we look to for support. This year, we have launched *Esto Perpetua*, a thoughtfully crafted development plan aimed at doubling our annual giving from our current average of £7 million a year. To achieve this ambitious goal, the Provost and Fellows are fully supporting the team led by Justin Nolan to increase in size and to develop its specialisms in fundraising, research and stewardship.

Our vision is ambitious, and at the heart of this is our determination to attract talented professionals to join our team. Returning to Eton, an institution I have experienced as both a pupil and parent, I am greatly impressed by the unwavering commitment of those who work there to the power of education as a force for good in society.

We are looking for those who share that vision and have the skill to articulate that to a thoughtful and sophisticated group of potential donors. You will be well supported by an excellent events and engagement team, as well as a communications team equipped to share our ambitions across a variety of media platforms and systems.

I shall be taking up my post in September and am much looking forward to joining a community that is brimming over with energy and enthusiasm. Everyone I have met in the last few months has emphasised to me that working at Eton is deeply satisfying and great fun.

**Sir Nicholas Coleridge,  
Provost-Designate**

*Our vision is ambitious, and at the heart of this is our  
determination to attract talented professionals to join our team.*

# THE OPPORTUNITY

Over the past four years we have been laying the foundations for sustained success as a fundraising organisation.

Success in this field is essential if Eton is to continue to grow as a modern educational charity working both through the School itself and a wider network of educational partnerships. This will be led from the top of the institution and the team has been built to achieve long-term success.

The opportunity for you will be to build and develop a very strong portfolio of potential donors. You will be given latitude in how you wish to develop those relationships and we have the resources to ensure access to both excellent communications and tailor-made events. You will be working as part of an open and engaged team which enjoys sharing ideas, is not afraid to challenge the status quo and believes deeply in its mission.

Our new development plan, entitled *Esto Perpetua*, following the school's secondary motto, already looks towards our 600th anniversary in 2040. It clearly articulates a sophisticated case for fundraising and offers the chance to identify a range of areas of interest to potential donors and gives individual colleagues the chance to develop a range of personalised proposals whilst remaining within the overall framework of the plan.

We are currently a very experienced team with members who have a long institutional memory as well as those who bring significant experience from both development programmes overseas and UK Higher Education. We are proud of our open and collaborative culture and see each new appointment we make as an opportunity to enhance that. People who join integrate very quickly and remark on the warm and collegial atmosphere both within the team and more widely.

Eton is fortunate in possessing a distinct and engaged alumni body and our institutional strength ensures a positive relationship with our body of current and past parents. Our supporters are very interested to follow this important stage in Eton's progress as a charity and you will find the people you engage with open to new ideas but equally keen to take the time to question you and test the ideas you articulate. You will find your role by turns challenging and stimulating allowing you to hone your practice whilst closing gifts vital to the future of this famous establishment.

We are very keen to speak to prospective candidates and understand that the best recruitment processes are entirely a two-way conversation. We welcome your interest in Eton.



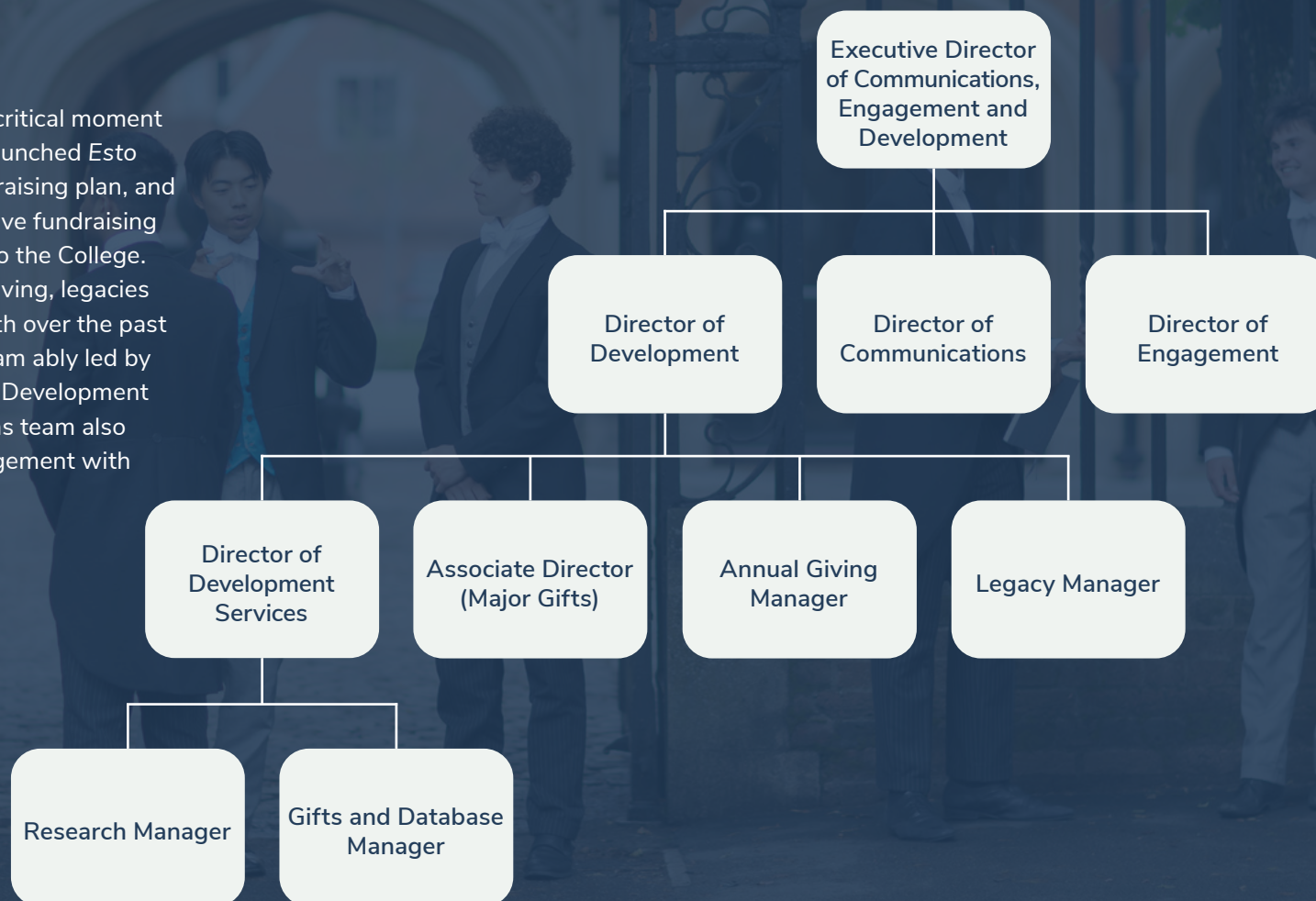


# THE DEVELOPMENT TEAM

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

The Development Team at Eton is at a critical moment in its programme. Last December we launched *Esto Perpetua*, the College's long-term fundraising plan, and have embarked on a busy period of active fundraising aiming to significantly increase giving to the College. This will focus on three areas: annual giving, legacies and major gifts. After a period of growth over the past three years we have an experienced team ably led by the Director of Development. Critically, Development sits as part of a wider External Relations team also focusing on communications and engagement with alumni, parents and the wider world.

Eton offers an **outstanding working environment**, a **generous benefits package** and the opportunity to further hone 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.

'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 the School Hall. The first modern Director of Development was appointed in 2005, and the office has expanded since then. In that year, through the leadership of the then Provost, Eric Anderson, the College began its Campaign for a New Foundation, which raised its projected target of £50 million in seven years and established the role of the Development Office at the heart of the institution. Since then, the College has built a major gifts programme, it created the 1440 Society for regular giving, which has a current membership of 600, and established the Henry VI Society as a legacy programme, which has a current membership of 392, and a promised legacy value of £11.5 million.

In December 2023 we announced the launch of *Esto Perpetua*, a multi-year programme aiming to raise over £230 million to Eton's endowment. It is a carefully conceived plan, supported by a sophisticated framework, which will allow us to appeal to the widest possible range of donors. At the heart of it is our stated ambition to develop as an educational foundation. This takes inspiration and energy from a brilliant school at its

heart but which has broader aims within education in England. To this end we are committed to working with our partner Star Academies to open three new state-maintained sixth-forms in Teesside, the West Midlands and North Manchester. These aim to enable academically able young people to compete for the places at the best UK and global universities. At the same time we will continue to support our programmes at home both those around bursaries and those which support for specific projects within Eton itself. All this means that you as a fundraiser will be working within the framework of a well-crafted plan backed by excellent communications and a separate engagement programme ensuring that you have all the necessary tools to be successful. You will also be working with senior leadership within the College that is committed to the programme and has deep experience in fundraising for major national institutions.

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), PROVOST**







# ETON TODAY

Today's school is a progressive and increasingly diverse community. Inclusivity, personal growth and innovation in teaching and learning are some of our guiding principles.

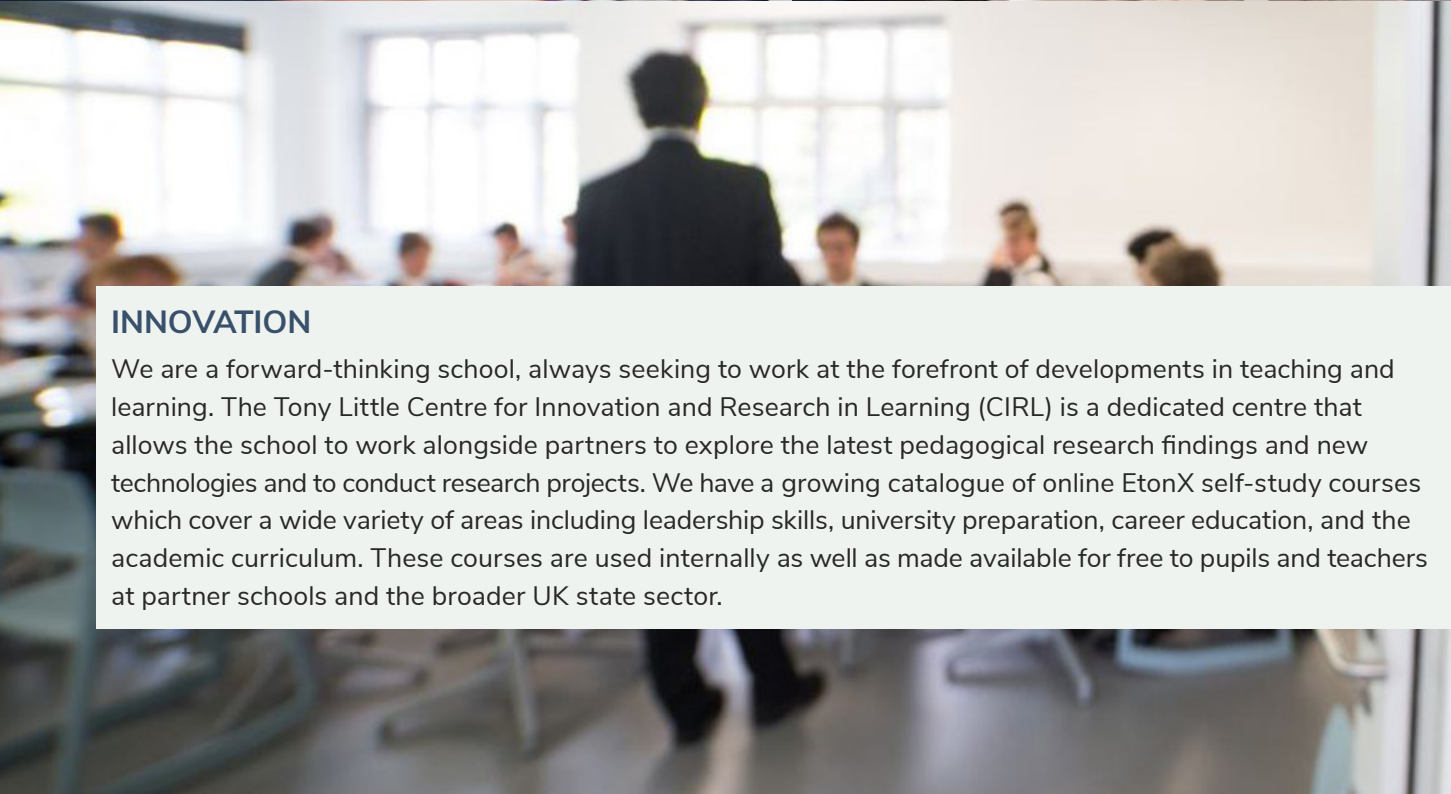
## ACCESS

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 £9.4 million annually in means-tested fee remission as part of our financial aid projects, with 107 students currently attending Eton on free places. More recently our Orwell Award programme has extended our ability to identify prospective sixth-form pupils from around the country and we are now proactive in reaching out to schools and communities to help identify those who would both benefit from the opportunities here but would also bring something special to us too – we see access as being as beneficial to Eton as it is to our students.

## 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, Holyport College, and the London Academy of Excellence, both of which offer an Ofsted 'outstanding' education to their pupils. 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 our enriching partnerships with Holyport College, the London Academy of Excellence, and the Thames Valley Learning Partnership. This has developed substantially in the last year with agreement from the Department for Education to open three state-maintained sixth-form colleges in partnership with Star Academies.



## 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. We have a growing catalogue of online EtonX self-study courses which cover a wide variety of areas including leadership skills, university preparation, career education, and the academic curriculum. These courses are used internally as well as made available for free to pupils and teachers at partner schools and the broader UK state sector.













# ABOUT THE ROLE

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

## JOB DESCRIPTION

This is a unique opportunity to develop leadership giving in this rapidly developing and ambitious Development Team. Reporting to the Director of Development, the Associate Director will focus on securing leadership level gifts (£100,000+). Whilst working collaboratively as part of the team, the Associate Director will manage their own prospect portfolio. They will have relevant fundraising experience and be looking to further develop their development career in one of the UK's most ambitious fundraising environments.

## KEY DUTIES AND RESPONSIBILITIES

- Work with the Executive Director of Communications, Engagement and Development and Director of Development to create and implement a highly ambitious and sustainable leadership gifts strategy in support of the College's short-, medium-, and long-term vision;
- Build a pipeline of engaged potential future major donors, utilising a variety of methods including face-to-face and virtual meetings;
- Take responsibility for a portfolio of around 130–150 leadership gift prospects (£100,000+);
- Develop effective data-driven strategies to engage and solicit gifts and so expand and retain donor support;
- Work collaboratively with team members to ensure rigorous gift management administrations systems and accurate maintenance of prospect data;
- Manage follow-up action when pledges and gifts are received, including ensuring that supporters are appropriately thanked for their support;
- Support the fundraising strategy through the implementation of strong support systems and day-to-day practices for potential donor identification, research, stewardship and cultivation, gift management and accounting, whilst maintaining the highest levels of fundraising practice;
- Conduct data analysis to understand donor behaviour and prevailing themes and trends;
- Develop relationships with corporations in a local region, in support of the Star Academies programme;
- Ensure all fundraising activities undertaken in support of the College are performed to the highest standards and in accordance with best practice as established by professional bodies, such as the Institute of Fundraising;





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, sex, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sexual orientation or socio-economic background.

- Support the fundraising activities of senior leaders, staff and volunteers including the Provost and Fellows;
- Work with external stakeholders, volunteers, and other supporters to maximise their relationships and networks;
- Produce timely, relevant, and accurate reports on progress and projections;
- Maintain knowledge of best practice in fundraising and related matters, refreshing skills as necessary;
- Carry out other duties as may reasonably be requested by the Director of 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 2023 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.

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, the Executive Director of Communications, Engagement and Development or the Director of Development.

## STAKEHOLDERS

Key internal stakeholders include, but are not limited to:

- The Development Team;
- The Provost, Vice Provost and the Fellows;
- Members of the Leadership Team;
- Fundraising committees and working parties;
- The Old Etonian Association (OEA);
- Heads of Department;
- Leaving Year Representatives.



# CANDIDATES

We are looking for suitably-qualified candidates from all backgrounds.

## ABOUT YOU

The successful candidate will play an important role in helping to build an ambitious and sustainable programme of fundraising at Eton.

## SKILLS AND ATTRIBUTES

The following are viewed as essential qualities for the post:

- Educated to degree level or equivalent;
- 5 or more years relevant fundraising experience in a Charity or Educational setting or the Arts;
- Proven track record of developing stakeholder and donor relationships and raising 5 and 6 figure gifts from individual donors;
- Excellent written and verbal communication skills;
- High levels of commercial awareness, tact, and discretion;
- Experience with CRM systems;
- Passion for the transformational impact of education and empathy with the School's Aims and Vision;
- An appreciation of tradition and history as well as innovation.

The following are viewed as desirable qualities for the post:

- Experience gained within a high-performing fundraising environment;
- Experience of using research techniques to identify good prospects;
- Knowledge of tax-efficient giving in the UK and internationally.

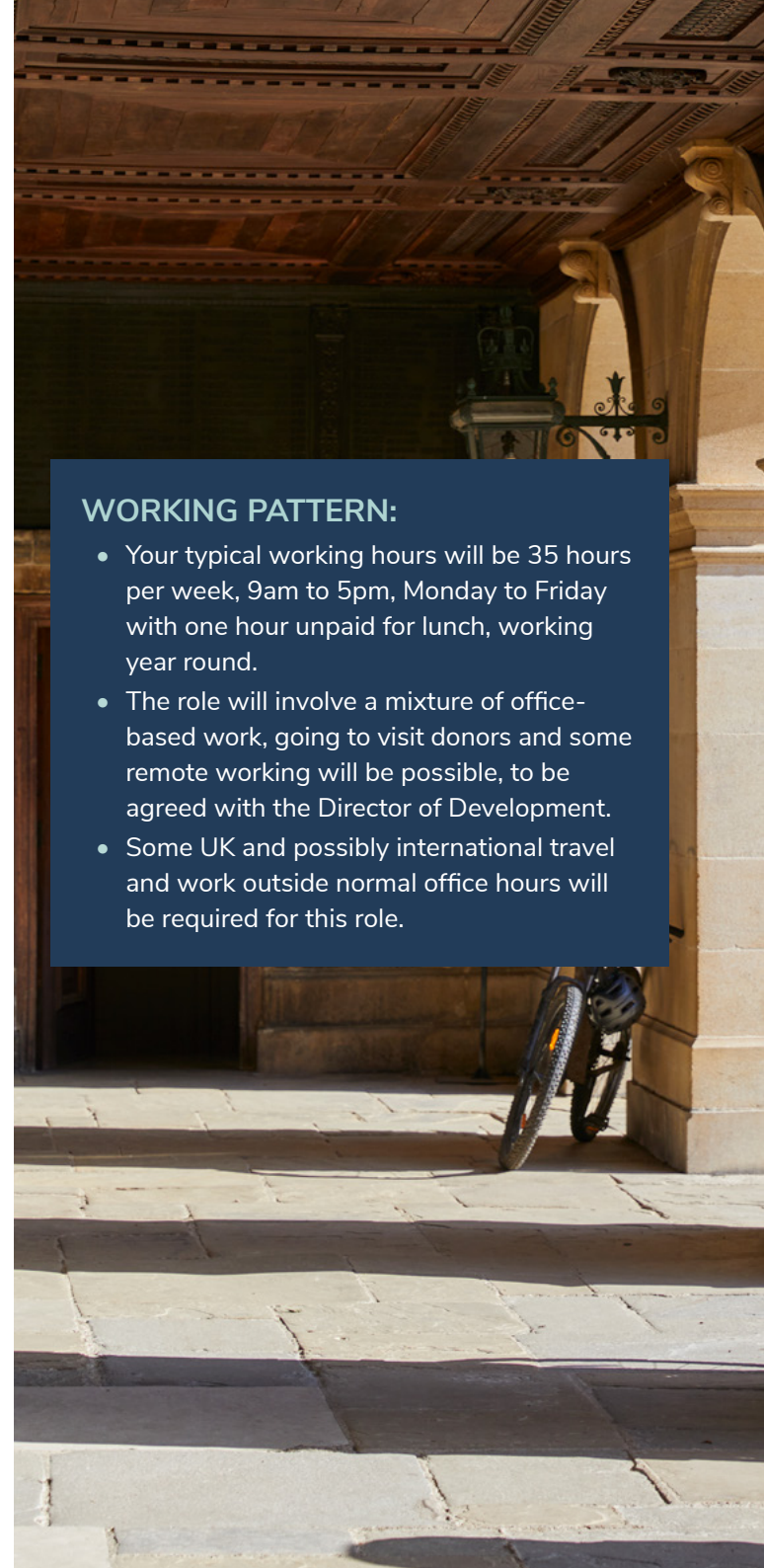
## PERSONAL QUALITIES

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

- An individual with exacting standards and high attention to detail;
- A strong team player;
- A self-starter with initiative, confidence, drive and flexibility;
- An individual with personal dynamism and ability to win support for a cause or idea by working with donors, parents and alumni in a variety of settings and levels.

## WORKING PATTERN:

- Your typical working hours will be 35 hours per week, 9am to 5pm, Monday to Friday with one hour unpaid for lunch, working year round.
- The role will involve a mixture of office-based work, going to visit donors and some remote working will be possible, to be agreed with the Director of Development.
- Some UK and possibly international travel and work outside normal office hours will be required for this role.





# 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 offered will depend on skills and experience but is anticipated to be in the region of £65,000 – £70,000 per annum.

The College offers a number of attractive benefits including an 11% employer contribution to your pension (with 4.9% gross employee contribution).

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, an ancient castle 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;
- Season ticket loan;
- 26 days holiday entitlement;
- Free or heavily discounted access to sports and leisure facilities, including: 25m indoor swimming pool, gym, golf course, tennis courts, squash courts and Dorney Rowing Lake;
- Access to an employee rewards and benefits platform;
- Discount at local shops and amenities.



Founded in 2002 by Russell Speirs, RSAcademics has advised and supported over 700 schools and educational organisations in the UK and worldwide. Through our working partnerships with heads, leadership teams, boards, staff and parents, we specialise in supporting schools in five main areas: strategy, marketing and research; equality, diversity and inclusion; operational improvement; leadership and governance and philanthropy. We enable schools worldwide to thrive, by finding and developing senior leaders, guiding decision makers, making connections and shaping debate. We are known for the calibre and spirit of our people. We exist entirely to serve schools because we believe that the world needs thriving schools. RSAcademics is committed to promoting diversity and inclusion in schools. Please visit [www.rsacademics.com](http://www.rsacademics.com) for more information.

# YOUR APPLICATION

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

Interested candidates are invited to contact RSAcademics to arrange a confidential discussion with: Susannah Thompson, Search Consultant: [susannahthompson@rsacademics.com](mailto:susannahthompson@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 [www.rsacademics.com](http://www.rsacademics.com)).
- A covering letter addressed to the Executive 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 **10am on Monday 15th July 2024**.

Applications should be made electronically to RSAcademics. To submit your application please upload your documents according to the instructions on the [RSAcademics website](http://RSAcademics).


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 with RSAcademics will take place in the week of 15th July 2024.

Further information about the College can be viewed at [etoncollege.com](http://etoncollege.com) and [etoncollege.com/about-us/our-strategy](http://etoncollege.com/about-us/our-strategy).





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, but not limited to, reference checks with past employers, an Enhanced Disclosure from the Disclosure and Barring Service (including Barred List information), an online search and, where applicable, Prohibition checks. If you are successful in your application, you will be required to complete a DBS Disclosure Application Form. Any information disclosed will be handled in accordance with any guidance and/or Code of Practice published by the DBS. The College is exempt from the Rehabilitation of Offenders Act 1974 and therefore all convictions, cautions, reprimands and final warnings (including those which would normally be considered as “spent” under the Act) must be declared, subject to the DBS filtering rules. 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.



# A MESSAGE FROM THE EXECUTIVE DIRECTOR OF COMMUNICATIONS, ENGAGEMENT AND DEVELOPMENT

Dear Candidate,

Thank you very much for considering an application to join the Development 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. In August 2023 the government granted funding for three Eton Star Schools in Middlesbrough, Oldham and Dudley, aiming to transform the educational landscape in those areas and provide extraordinary opportunities for highly-academic pupils to realise the best of their abilities. We are very fortunate to be supported by an excellent group of donors who between them have given over £100 million since the creation of the office in 2005.

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 four years with the appointment of a Head of Communications. Moreover, we have only just started to explore the potential of future donors to the College and are starting

to develop a sophisticated, data-driven, approach in line with the most successful Development Offices in the UK. We are looking for an experienced and talented individual to join us in this endeavour. As you will see from the person specifications, there are clear accounts of the strengths we would hope the successful applicant would bring to the office. However, I would highlight that this will suit an ambitious and innovative individual who is self-motivated, entrepreneurial and enthusiastic about the potential of the College. We have an extraordinary network of supporters among our 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. You will be able to deliver in these areas, inspiring people with the extraordinary 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 to ensure the effective delivery of our programme.

Having worked here 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.

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

