



DIRECTOR OF THE OLD ETONIAN ASSOCIATION



OLD ETONIAN
ASSOCIATION

WELCOME

Thank you for your interest in this important position of Director of the Old Etonian Association. It is an exciting time at the OEA, which has a large, active and engaged community of alumni enjoying through its wide range of clubs, societies, international branches and events, increasing levels of interaction with other OEs and with Eton.

It is our long-term vision to develop the OEA into a next-generation alumni association where members can easily make meaningful connections socially and professionally, they can look forward to a seamless continuation of the support received during their school years, and they will be offered valuable and relevant community engagement during their adult lives.

The OEA has, in recent years, conducted a governance review, which led to the introduction of a new Constitution in 2021. Since then, it has commissioned a membership survey, which attracted a good response, and is now ready to embark on the next stage of its journey. The new Director of the OEA will provide important executive leadership at a time of much change

and will work closely with the OEA Committee and with Eton College to deliver a tech-enabled, next-generation alumni community and thereby a much better engagement experience for OEs.

I am personally very excited about the possibilities and look forward to meeting you.

Mark Davies

Chairman Elect, OEA Committee



ABOUT THE OLD ETONIAN ASSOCIATION

The OEA (Old Etonian Association) was founded in 1897 to keep Old Etonians (OEs) in touch with one another and to support Eton.

The OEA today is a vibrant, independent organisation with some 18,000 members, focused on ensuring that alumni retain this sense of connection. Through regular communications, events, OE clubs and societies, and overseas branches – as well as the production of an OEA List of Members and the OEA online – members remain in touch with each other and the school. There is also a range of OE merchandise available via the OEA for alumni.

The OEA has a small office and its own staff team based at Eton. In 2021, the OEA undertook a corporate review of its purpose, its Constitution and its ways of working. A new Constitution has been adopted, and

new ways of working established, including Sub-Committees to oversee Engagement and Communications, Nominations and Governance, and closer Liaison with the school.

The OEA undertook a membership survey in 2023, and the successful candidate will play a lead role in delivering alumni engagement initiatives in direct response to the survey feedback. The OEA is ambitious to remain at the forefront of alumni engagement best practice, developing its programmes, the quality of its communications, its sense of community and its networking offer to its membership.



ETON TODAY

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

The school was founded by Henry VI in 1440 and is today the largest boys' boarding school in the UK. In keeping with the charitable intentions of its founder, Eton welcomes pupils from all backgrounds. This year, pupils joined us from over 120 different schools from across the country. Around 10% of pupils come from overseas.

ACCESS

Eton has made places available, free of charge, since its foundation in 1440, and the school remains committed to making an Eton education accessible to talented students from all backgrounds. Eton offers over £8,000,000 annually in means-tested fee remission as part of our financial aid projects, with 107 students currently attending the school on free places.

INNOVATION

Today's school is a forward-thinking and increasingly diverse community. Eton is 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.

PARTNERSHIPS

Eton works 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, the Thames Valley Learning Partnership and Star Academies. The school has 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.

The 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. The entire community – students and staff alike – is encouraged to engage actively with service to their local communities.

PASTORAL SUPPORT

The school provides outstanding pastoral care for its pupils. Eton is a 24/7 boarding school with 25 boarding houses, each home to around 55 pupils aged 13–18. The houses are the heart of life at Eton. Pupils are also tutored in small groups by a dedicated Tutor, who meets with them regularly, thus ensuring that at least two adults have oversight of each pupil's academic progress and welfare.

THE CO-CURRICULUM

Individual development and personal achievement are as important as academic results. Eton's diverse and busy co-curricular programme enables pupils to identify and develop skills and strengths outside the classroom through a wide variety of activities, including sports, societies, outdoor education, arts, music and theatre.



THE ROLE

The OEA is seeking a dynamic and talented individual to take the lead on developing and implementing strategies to engage and build strong relationships with the alumni community.

Reporting to the Vice-Provost and the Chairman of the OEA, the Director of the Old Etonian Association will lead a team based within Eton College with the purpose of leading the evolution of the Old Etonian Association and further strengthening its membership. The Director will provide leadership and oversight in planning and executing the vision and strategy for the OEA, implementing best practice in alumni relations, delivering a tech-enabled community and increasing engagement for one of the world's leading alumni bodies.

The Association is an independent organisation with the responsibility for providing 21st-century alumni programmes. The Director will develop the OEA as an online and 'in-person' community befitting its most recent alumni at the same time as retaining the traditional strengths on which the Association was established and which are much cherished by its older members.

Crucially, the Director will also support a motivated team of OE volunteers running other Clubs and Societies under the OEA umbrella. The Director will work closely with the Eton College Engagement Team to help facilitate excellent relations between Old Etonians and their old school whilst supporting the College in its engagement activities.

An understanding of the independent schools sector in the UK would be of benefit but is not essential; however, candidates should be supportive of independent education in general and the values and ethos of the OEA and Eton College specifically. The role requires occasional work outside of normal office hours and at weekends.

Key Tasks and Responsibilities

STRATEGY AND DEVELOPMENT

- Responsible for developing, directing and evaluating the strategy for enhancing and expanding alumni engagement worldwide.
- Using an evidence-based approach, build and deliver an ongoing programme of data-driven events and communications.
- Propose, plan and implement a digital strategy to offer a richer programme of alumni benefits and a sense of community among alumni.

COMMUNITY AND ALUMNI RELATIONS

- Foster a vibrant community of Old Etonians by overseeing the development of:
 - an effective online network;
 - in-person events;
 - printed and digital publications and social media.

- Oversee the effective delivery of OEA events, sometimes (but not limited to) in collaboration with the school.
- Support the OE Societies, Clubs and overseas representatives.
- Build a network of OE volunteer opportunities, career networking and/or mentoring opportunities to benefit membership.
- Plan, organise, and engage alumni based on industry communities and interest groups via events and digital networks.
- Oversee coordination and outreach initiatives to keep OEs informed of organisational updates, events and opportunities for involvement.

ENGAGEMENT AND COMMUNICATIONS

- Facilitate timely, relevant and effective communication and engagement between the OEA and its members and within the membership itself.
- Oversee prompt handling of incoming communications from alumni.
- Implement the production and distribution of an engaging and well-designed publications programme for members, such as is currently provided by the Annual Review and newsletters.
- Utilise database insights to tailor communication and engagement strategies to different segments of the OE population.
- Recruit, support and manage alumni volunteers for various initiatives, including mentorship programmes, clubs, societies and events.

MANAGEMENT, DATA, ADMINISTRATION AND FINANCE

- Manage the OEA office and build the team.
- Provide the essential administrative and financial services to underpin the smooth operation of the OEA.
- Support the OEA Committee in the governance of the organisation and

provide or manage the provision of clerking services to the Committee and its Sub-Committees.

- Report to the OEA Committee quarterly on agreed KPIs for community interaction and engagement.
- Propose and manage an annual operating budget, including the effective operation of the online merchandise store.
- Maintain the OEA risk register and manage mitigation measures.

LIAISON WITH ETON COLLEGE

- Work closely with Eton College in the provision and oversight of the database for membership, ensuring GDPR and data protection compliance.
- Partner with departments and colleagues across Eton College to provide programming, events, and resources for alumni.
- Work closely with Eton College in its work to strengthen the ties between Old Etonians and the school.
- Work closely with the school to ensure good relationships, consistency of communication, efficient administration and delivery of the OEA's obligations.
- All staff are responsible for the safeguarding of children in line with the Eton College Safeguarding (Child Protection) Policy. This policy can be found [here](#).





PERSON SPECIFICATION

Candidates with experience working in alumni relations, development, donor care, communications and/or marketing, or for a membership associations, are encouraged to apply. Applications are also welcome from candidates for whom this might be a change of sector or job function.

KNOWLEDGE AND EXPERIENCE

- Demonstrable experience developing measurably successful strategies, especially those associated with alumni or membership engagement goals.
- Experience of building, growing and nurturing a tech-enabled community.
- Proficiency in database management and familiarity with CRM databases and/or alumni engagement platforms.
- In-depth experience of communications, including digital and social media.
- High-level and strategic event management and planning experience.
- Experience working with a range of stakeholders at all levels across a diverse community, where the positive management of relationships is central to success.
- Ability to recruit and support high-level volunteers, fostering long-term engagement and commitment.
- Budget management experience with commercial and financial acumen.
- Knowledge of the regulatory framework for GDPR and charities.

SKILLS, ABILITIES & PERSONAL ATTRIBUTES

- Passion for building and maintaining relationships with alumni and advancing the mission of an organisation.
- Exceptional written and oral communication skills with the ability to communicate with a wide range of stakeholders with empathy, tact and diplomacy.
- High level of organisational and project management skills, including managing competing and possibly conflicting priorities.
- Ability to think strategically, with attention to detail and strong programme management skills.
- Ability to act independently and decisively when the situation demands it. Good judgment and the ability to acquire the knowledge necessary to support the task at hand in a timely manner.
- Excellent presentation and networking skills.
- Digitally savvy.
- A diplomatic and talented relationship builder.
- A collaborative team player.
- Self-motivated, organised and creative.
- Values and promotes equality, diversity and inclusion.
- A clear commitment to delivering best practice in safeguarding.



APPOINTMENT TERMS

Eton believes that all its staff deserve the fullest support in achieving their own potential. The role will be based at Eton College, but there can be some flexibility with regard to hybrid working arrangements.

A highly attractive remuneration package is offered, reflecting the significance of the position.

The main benefits include:

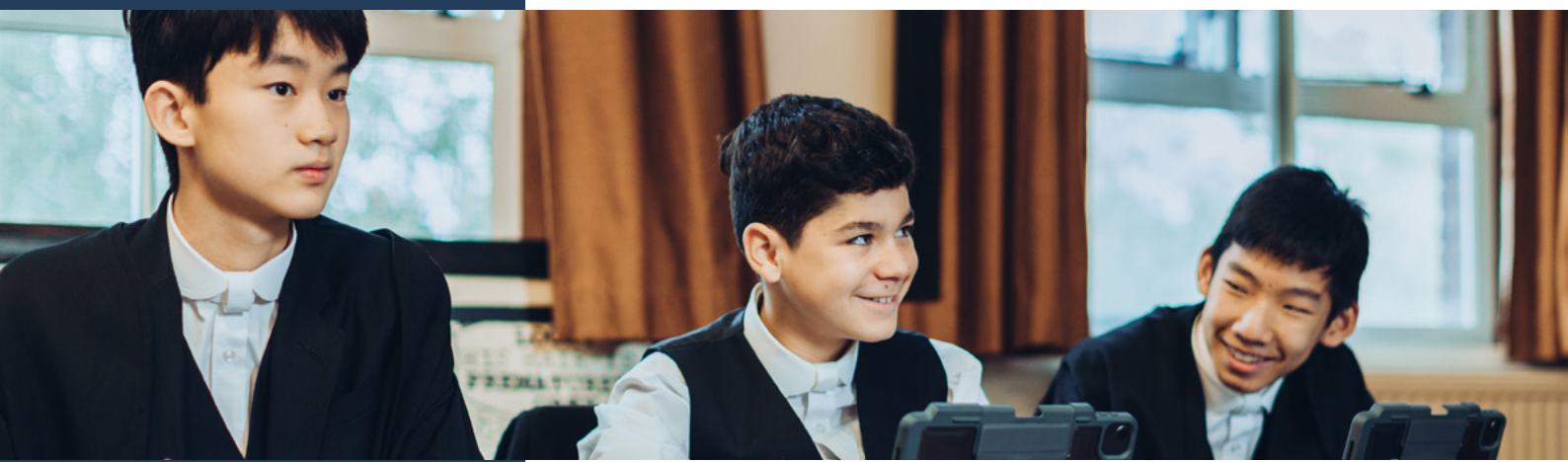
- 11% employer contribution to your pension (with 4.9% employee contribution).
- 30 days' annual holiday, plus Bank Holidays. Bank Holidays which fall during term time are normal working days, but a day will be given in lieu.
- Employee Assistance Programme.
- Enhanced maternity/paternity scheme.
- Cycle-to-work scheme.
- Subsidised lunches during term time.
- Free access to the College's sport and leisure facilities.
- Discounts at local retailers and businesses.

The appointed person will be an employee of Eton College. All members of the Eton 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 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 the OEA and Eton College, please visit www.etoncollege.com.

Eton College is an equal opportunities employer and seeking applications from suitable candidates from all backgrounds. We are dedicated to creating and sustaining an environment that values individuality and difference and celebrates the diversity of both staff and pupils by fostering perseverance, tolerance and integrity. We believe in equal opportunity for everyone, irrespective of age, disability, gender reassignment, marriage or civil partnership, pregnancy or maternity, race, religion or belief, sex, sexual orientation or socio-economic background.



SAFEGUARDING

Disclosure Checks

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.



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

- Susannah Thompson, Search Consultant:
susannahthompson@rsacademics.com

Closing date: 10:00am on Monday 25th March 2024.

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

Candidates should submit:

- A completed application form (available to download from www.rsacademics.com).
- A covering letter jointly addressed to the Vice-Provost of Eton College, Mr Peter McKee, and the Chairman Elect of the OEA, Mr Mark Davies. The letter should explain your reasons for applying and outline your suitability for the role.

If you have any questions about uploading your application documents, please contact Jonathan Barnes, Head of Operations (Leadership Appointments) at applications@rsacademics.com. Jonathan can also be reached by calling our Head Office on +44 (0)1858 383163.

The process is as follows:

- 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 our Head Office by telephone.
- Preliminary interviews will take place with RSAcademics via Microsoft Teams on Tuesday 2nd and Wednesday 3rd April 2024.
- Longlist interviews will take place via Teams on Tuesday 9th April 2024.
- Shortlist interviews will take place at Eton College on Thursday 18th April 2024.

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. Please visit www.rsacademics.com for more information.

RSAcademics is committed to promoting diversity and inclusion in schools and to safeguarding and promoting the welfare of children and young people.

