

# WIRRAL GRAMMAR SCHOOL FOR BOYS



## DEVELOPMENT & ALUMNI RELATIONS MANAGER

Required ASAP  
NJC SCALE POINT 23      GRADE - 7

Part Time





## LETTER OF INTRODUCTION

Dear Applicant,

Thank you for your interest in the permanent part time position of Development & Alumni Relations Manager at Wirral Grammar School for Boys. We are looking for an enthusiastic, committed and organised individual who is a team player, enjoys working within a busy environment where no two days are the same and has a flexible approach to working arrangements.

The information contained in this pack will help you to not only understand the post which is being advertised but also give you a sense of life at Wirral Grammar School for Boys. There are over 1100 students on site. Our planned admission number increased from 155 to 170 in Year 7 in September 2024, and we recruit students into the Sixth Form, WGSB6 from other local schools and further afield. From September 2026 we will be accepting both male and female students into our Sixth Form, having successfully introduced co-ed teaching this year.

*Our students achieve excellent examination results. In 2025 at A level, over 30% of all grades were A\*- A and 80% at A\*- C. In GCSEs, 40% of the grades were 9-7 and 95% of all grades were 9 - 4. However, an education at WGSB is focused upon much more than that. We believe that by offering a variety of experiences and seeing participation rates in extra-curricular activities regularly top 90% in each year group, our students find a place where they feel that they belong. Happy, healthy students thrive and achieve great outcomes.*

This is true for our staff too. We have put in a huge amount of effort over the past couple of years to remodel teaching and support staff structures and ways of working. Staff wellbeing is at the very centre of our planning and we are constantly looking at ways to reduce unnecessary workload; our staff love working here.

If you are interested in this position, it is important that you share our school values and the vision of providing the best quality education for bright young people across the Wirral, regardless of their background.

Should you require any further information, please do not hesitate to contact me at school on 0151 644 0908 or by email to Anna Groves ([recruitment@wirralgrammarboys.com](mailto:recruitment@wirralgrammarboys.com)).

Yours faithfully

Simon Ascroft  
Headteacher



## **DEVELOPMENT & ALUMNI RELATIONS MANAGER**

**Required ASAP**

**Salary: Grade 7, SCP 23**

**FTE Salary: £34,434**

**Actual Salary - £16,230 Per Annum**

**Hours: 20 hours per week.**

**Contract type: Permanent Part Time – 38 weeks per year (term time only)**

**Responsible to: School Business & Operations Manager**

The Development and Alumni Relations Manager is a strategic, dual-function role responsible for transforming alumni and wider school community fundraising engagement into sustainable philanthropic income. The position integrates relationship management with income generation, ensuring that alumni activity, events, and communications actively contribute to the school's long-term financial resilience.

The postholder will design and deliver fundraising strategies and growth while maintaining alumni relations that support donor recruitment and retention.

### **Statement of Purpose**

To work under the direction, instruction and guidance of the School Business & Operations Manager.

### **Key qualities:**

- Ability to communicate effectively & develop successful working relationships with a range of stakeholders; Alumni, present students, colleagues and school community
- Strong organisational and time management skills.
- Good IT skills, including Microsoft Office (Word, Excel, Outlook)
- Ability to innovate and initiate
- Willingness to learn new skills
- Willingness to work independently but also within a supportive team
- High level of accuracy and attention to detail
- Previous experience within a fundraising role (desirable)
- Previous experience running events (desirable)

**Duties and key responsibilities:** (this list is not exhaustive, and staff may be required to undertake such other reasonable duties as directed and required from time to time)

### **Customer Focus**

- 'Model' excellent professional relationships with all students (past & present), parents, staff and visitors
- Maintain high standards when managing confidential information, compliance with the school's data protection procedures and legal requirements at all times.



## **Fundraising & Philanthropic Strategy**

- Design and implement long-term fundraising strategies to maximise
  - Sponsorships
  - Regular giving programmes
  - Community engagement
  - Improved networking
  - Collaborative relationships
  - Alumni advocates
- Develop and manage an integrated donor pipeline, ensuring progression from alumni engagement to active giving.
- Align development priorities with the school's strategic plan and capital ambitions.

## **Donor Stewardship & Relationship Management**

- Create and own individual cultivation and stewardship plans for major donors and high-potential prospects.
- Deliver tailored communications, impact reporting, and recognition activity to secure repeat giving and long-term commitment.
- Maintain strong relationships with alumni, parents, former parents and corporate partners.

## **Solicitation, Research & Partnerships**

- Identify, research, and qualify prospective donors, including alumni, charitable trusts, and corporate sponsors.
- Produce and deliver funding proposals, presentations, and direct asks, working closely with senior leadership and key volunteers where appropriate.
- Support leadership and governors with briefing materials for donor meetings and solicitations.

## **Alumni Engagement & Communications**

- Ensure alumni events, communications, and volunteering opportunities are purpose-driven and aligned with advancement goals.
- Produce persuasive written content for:
  - E-newsletters
  - Appeal communications
  - Donor impact and stewardship reports
- Ensure consistent messaging via social media.

## **Data Governance, Compliance & Financial Oversight**

- Take ownership of Alumni membership management software – website platform
  - Accurate data entry and segmentation
  - Comprehensive donor history tracking
  - GDPR-compliant data management
- Ensure all fundraising activity complies with:
  - The Fundraising Regulator's Code of Practice
  - GDPR and data protection legislation

## **Accountability & Performance**

- Be aware of, support and ensure equal opportunities for all.
- Contribute to the overall ethos/work/aims of the school.



- Appreciate and support the roles of other professionals.
- Attend and participate in relevant meetings as required.
- Work outside office hours when required – for events etc.
- Participate in training and other learning activities and performance development as required
- Take responsibility for your work, encourage and accept feedback from your colleagues and your line manager and respond to or adapt to change as required
- Be aware of and comply with policies and procedures relating to child protection, health, safety and security, confidentiality and data protection, reporting all concerns to an appropriate person.

***Note: The content of this job description will be reviewed with the post holder on an annual basis in line with the School's performance and development review policy. Any significant change in level of accountability that could result in a change to the grade must be discussed with the post holder before submitting for re-evaluation.***

### **Safeguarding Children**

- Please note that Wirral Grammar School is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment.
- As part of the selection process, the interview will explore your perspectives on safeguarding young people in terms of a school context.

### **Application process**

The closing date is Monday 23<sup>rd</sup> February 2026 at 9am, with interviews taking place the following week. In your application you should include the following:

- The completed Wirral Grammar School application form
- The completed WGSB Recruitment Monitoring Form
- A letter of application (of no more than 2 sides of A4) in which you address the following:
  - Why you'd like to be the Development and Alumni Relations Manager at Wirral Grammar School for Boys
  - What experience you'd bring to this role
  - What your priorities would be if successful

Successful shortlisted candidates will be invited to interview, however, if you have not heard from us within one week of the closing date, please assume that this particular application has been unsuccessful.

Feedback is always offered to candidates who attend for interview but who are not appointed. **We regret that we are unable to give feedback where applicants are not shortlisted to attend for interview; this is due to the large number of applications that we receive.**

Applications **together with all supporting documentation (as indicated in the application process above)** should be emailed to [recruitment@wirralgrammarboys.com](mailto:recruitment@wirralgrammarboys.com)



## LIFE AT WGSB

WGSB is an oversubscribed boy's grammar school of more than 1100 students aged 11 to 18, including sixth form of over 260. We are one of 163 selective Grammar schools in England. We are a stand-alone academy. Increasingly we are seeing external applicants join the sixth form which is further energising our student body. In 2021 we celebrated the school's 90<sup>th</sup> anniversary.

We are very much a community-centred and inclusive school. The socio-economic mix of our school is not typical of other grammar schools and as such we believe that academically minded and talented students, regardless of their background or needs, should have equal opportunities to benefit from a grammar school education.

Our school motto is '*Sapientia Ianua Vitae*' or 'Wisdom is the Gateway to Life'.

At the end of our 90<sup>th</sup> year the school body worked to re-draft our values statement. Many values have remained the same, but we move with the times and these better reflect the WGSB of today.

- **A culture of care and compassion that has at its centre the wellbeing of all within the community.**
- **A school that offers a breadth and variety of opportunities and experiences to all students.**
- **An environment where all students aspire to meet or better their personal best every day.**
- **A population of unity where commonalities are celebrated and difference is valued and nurtured.**

At WGSB our combination of core values, educational excellence and caring, committed staff provides an enriching environment in which to learn. We have offered a distinct education on the Cross Lane site since 1931 and will continue to do so.

A good school gets the fundamentals right by building high standards across all aspects of school life and embedding and sustaining these standards within the habits and routines of its daily life... but we don't want to just be good, we want to be great for our students and our community.

In other words, our aim is in inspiring, challenging, and **supporting students to belong**, to fulfil their potential, and to do good and right things as happy, creative, and motivated young people.

We constantly review the curriculum on offer to our students, and we work hard to ensure that teaching is of the highest quality and learning is both interesting and fulfilling. But this is only part of the education that is on offer. Our co-curricular programme offers genuine enrichment inside and beyond the classroom. You may have heard the adage 'Work hard, play hard'. That is what we expect – students who want to achieve but who also are prepared to commit to school beyond the classroom.

Sport (rugby, hockey, cricket, basketball, table tennis, athletics, handball) music (rock band, samba band, pop choir, multiple ensembles), theatre, art, textiles, D of E Award, chess, board



games, creative writing, charity work... the list goes on. Thanks to the commitment of our incredible staff, what is on offer here at a state school is remarkable, providing that all-round education that we want our students to have access to.

Because, for us it is important that the students mature into confident young adults, equipped with the qualifications and skills that they will need to make their next, successful steps in life.

## **STAFF WELLBEING**

The wellbeing of staff is central to the approach taken by Governors and the Leadership Team at WGSB. We have an excellent sense of community within our whole staff, who work very hard as a team to support one another in their endeavours.

WGSB is a supportive institution with exceptional rates of staff retention. Very few staff move on each year, and these are largely due to opportunities for promotion or staff retirement. Below are examples of some of the systems we have developed to help maintain a happy and positive staff.

- Deadlines well publicised and staff are fully consulted on the academic calendar
- Reduced data collections and reporting
- Student Enrichment and Staff Wellbeing Lead in place
- Governors that meet regularly with staff to gather feedback, both monitoring and responding to staff needs.
- A flexible and generous approach to family appointments and child events (including Family Flexi Day)
- Staff cake baking events
- Complimentary fruit on Monday mornings
- Daily toast
- Whole-year Wellbeing support programme
- Opportunities for professional development always considered
- Considerate approach to lesson observations, drop-ins and Watching Others
- Headteacher 'Open Door' policy
- Staff Social Events – Christmas 'do' sold out !

***We hope you can join us!***

