

KING EDWARD VI  
FOUNDATION

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*Director of  
Development &  
Alumni Relations*



KING EDWARD VI  
FOUNDATION  
BIRMINGHAM

*Educational excellence for our City*



KING EDWARD VI  
ACADEMY TRUST  
BIRMINGHAM

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# Welcome

Dear Candidate

Thank you for your interest in joining King Edward VI Foundation and becoming our first Director of Development & Alumni Relations.

The Foundation is an exciting place to work. We are poised to continue our ambitious journey as we begin to implement our Strategic Plan 2026-2031. Our philanthropic agenda is an essential part of that Strategy and the potential impact this role can have on our pupils, partners and the city of Birmingham is significant.

To continue to be recognised as one of the highest performing groups of schools in the UK, we are now seeking to appoint a Director of Development & Alumni relations who will be responsible for delivering a comprehensive development plan and creating a culture of philanthropy across our partners, stakeholders and communities.

We are looking for an outstanding individual to join a dedicated and collegiate leadership team, who is ready to lead a broad portfolio to deliver strategic benefit.

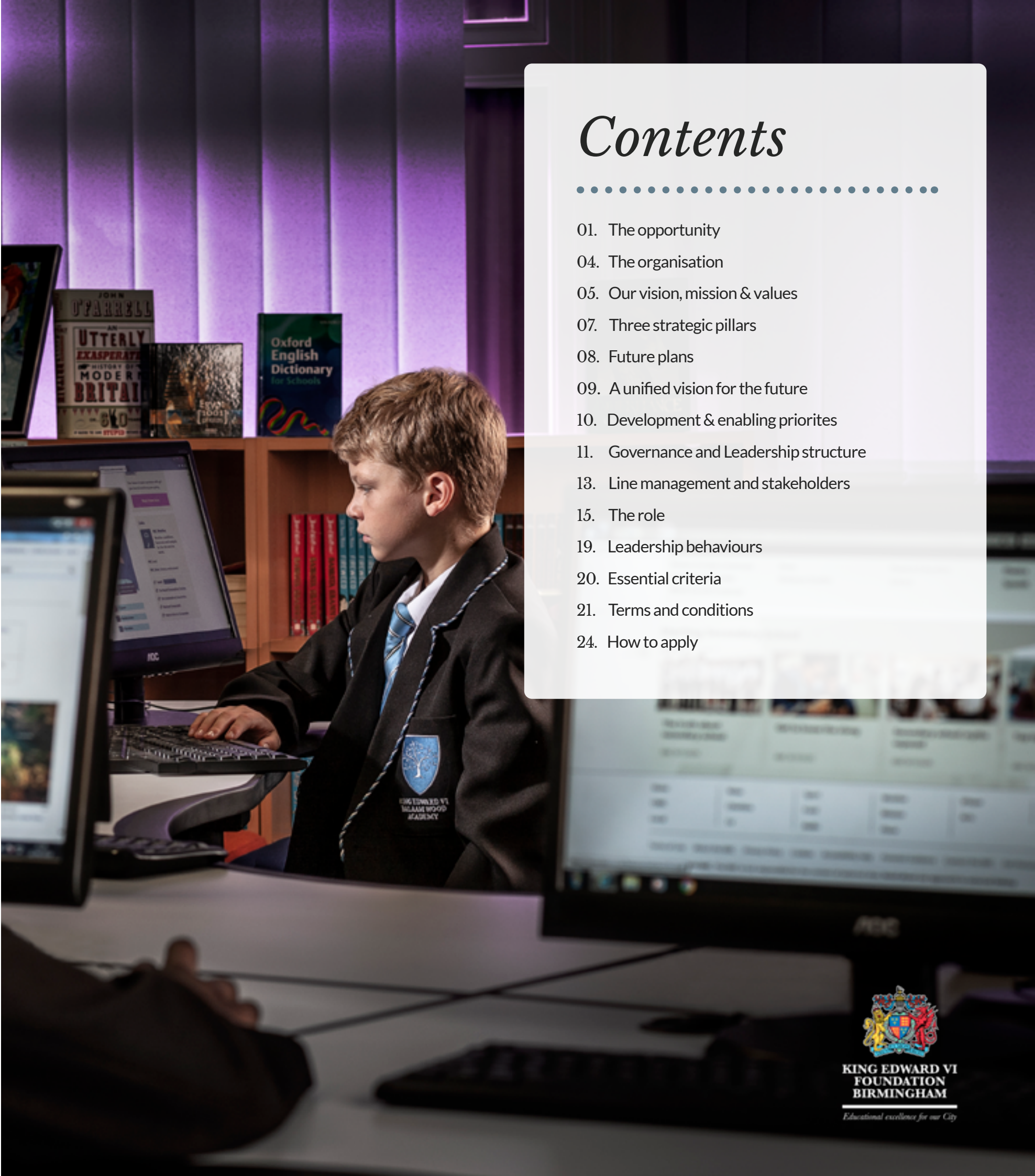
As well as being an experienced fundraising professional, you will be a collaborative and inclusive leader, with an excellent track record in delivering annual, capital and endowment development programmes across large and complex organisations.



**Jodh Dhesi**  
Chief Executive Officer  
King Edward VI Foundation

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# The opportunity



The Director of Development & Alumni Relations will be in a unique position to inspire sustainable philanthropy across our schools and our city, shaping the Foundation's development plans and driving its success in a rapidly evolving philanthropic landscape.

The Foundation has longstanding experience of supporting King Edward's School (KES) and King Edward VI High School for Girls (KEHS) as national leaders in the independent sector through substantial funding of the Assisted Places scheme of means-tested bursaries for both schools. We are now preparing to inspire transformational philanthropy that benefits pupils in every one of our Foundation schools and to complement the developed philanthropic giving established at the independent schools.

Our goal is to create at the heart the Foundation, a special programme, with the working title of 'Centre of Excellence', to serve as an educational powerhouse and to provide a focus for our philanthropic pursuits. Taking on this project centrally, with a new development structure, the Foundation plans to raise the funding required, and to address the challenges of social deprivation, to make Birmingham the best place to be educated in the UK.

Reporting directly to the Chief Executive Officer and working closely with the Executive and committees of the Foundation Charity and Academy Trust, the Director of Development & Alumni Relations will play a key role across the organisation and beyond.

This new role will lead the creation of a centralised development team to serve the needs of the Foundation, streamlining engagement and advancement activities to maximise impact, yielding strategic and operational benefits to:

- Deliver high-quality engagement for stakeholders across the board.
- Increase income, improve relationships, and build a stronger, more connected alumni network.
- Ultimately, empower schools with access to professional fundraising support.

A culture of collaboration is already being built across the Foundation, and there is an opportunity for the Development Office to work with our six core values, to generate philanthropic funding across the spectrum of educational charitable purposes.

Alongside your technical expertise, you will be a credible and collegiate leader and experienced influencer at a senior level. As an effective ambassador for your team, you will use a coaching and mentoring approach to develop a high performing Development Office with a sharp focus on results and quality stakeholder relationships.



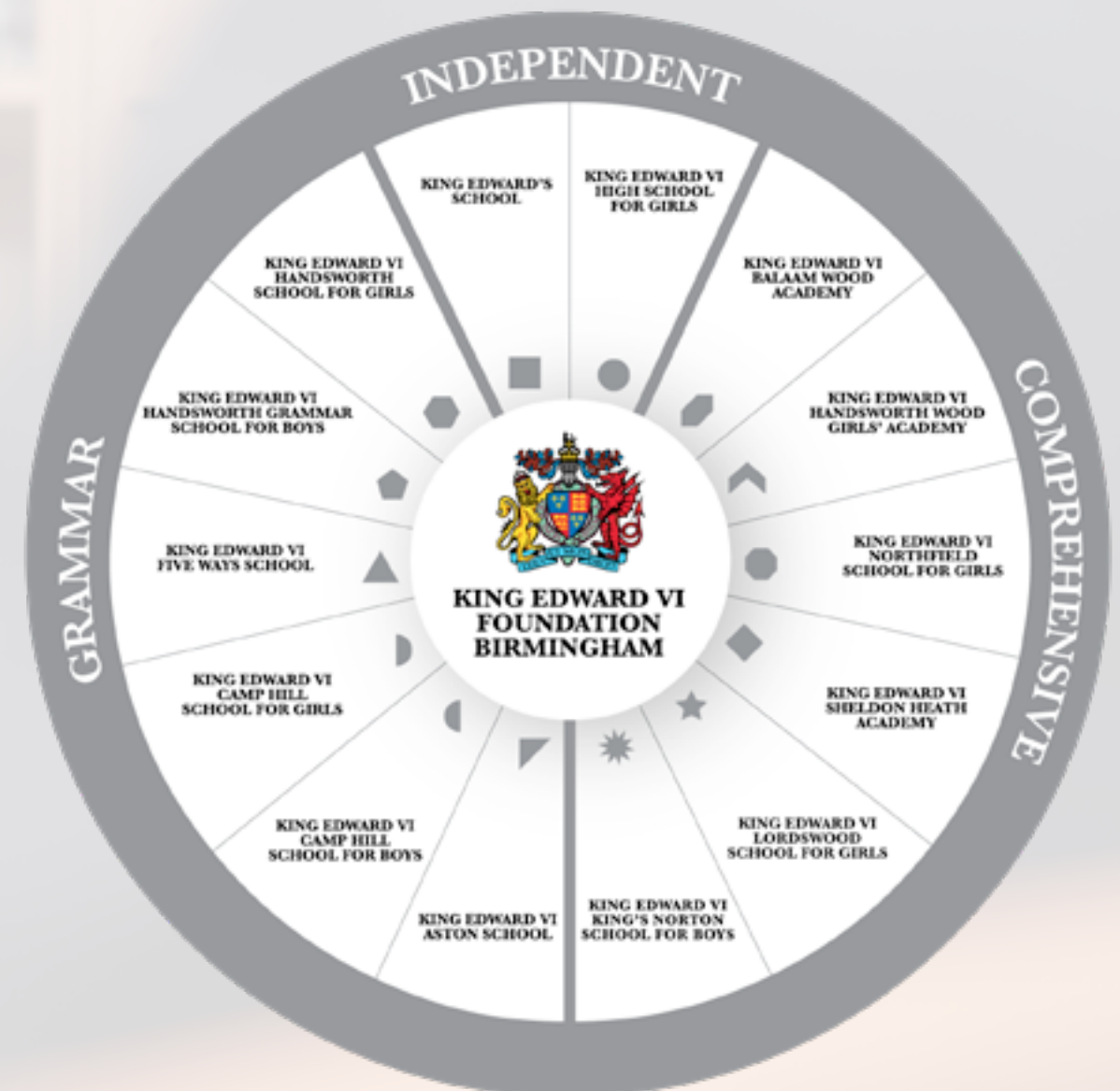




# The organisation

Our vision at King Edward VI Foundation is to lead the way in educational experience and opportunity across our family of 14 schools. This means our charitable aims, established in 1552, are tightly focused on the young people we serve and the different communities in which they live.

Since 2017, when we established a Multi-Academy Trust, the Foundation's role and scope of activity has necessarily widened. Our core mission now extends to two independent schools, six grammar schools and six comprehensive academies, clustered around the city. Wherever our 13,000 plus students are living and learning, our commitment is to deliver educational excellence so that they, along with our staff and partners can thrive.





# Vision, mission and values

## Our aspiration

To make Birmingham the best place to be educated in the UK.

## Our vision

To be a leader in transforming lives and futures through educational experience and opportunity, serving Birmingham and influencing beyond.

## Our mission

To empower our schools in the heart of the UK to deliver educational excellence, enabling our students, staff and partners to thrive.

## Our values



We strive for excellence in all parts of the well-rounded and forward-looking education our schools deliver.

**We are distinctive in the high quality of education we provide.**



We have high aspirations and encourage students and staff to take advantage of the opportunities on offer.

**We aim high.**



Our schools are accessible and inclusive, providing opportunities for our students and staff to thrive regardless of their background.

**We are accessible.**



People's wellbeing and growth is at the centre of all we do and we take seriously our environmental responsibilities.

**We make a positive contribution to individuals and society.**



The diversity of our schools is a key strength and we work together to make a difference.

**We achieve more together.**



Our actions are driven by doing the right thing at all times and we take responsibility for them.

**We are open and honest.**



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# THREE STRATEGIC PILLARS



## Future plans

Foundation strategy 2026-31

Our future priorities remain firmly rooted in the Foundation's existing strategic pillars, which detail our long-term objectives.



### STRATEGIC OBJECTIVE 1 (S01):

*Learning with us*



### STRATEGIC OBJECTIVE 2 (S02):

*Working with us*



### STRATEGIC OBJECTIVE 3 (S03):

*Partnering with us*





# A unified vision for the future

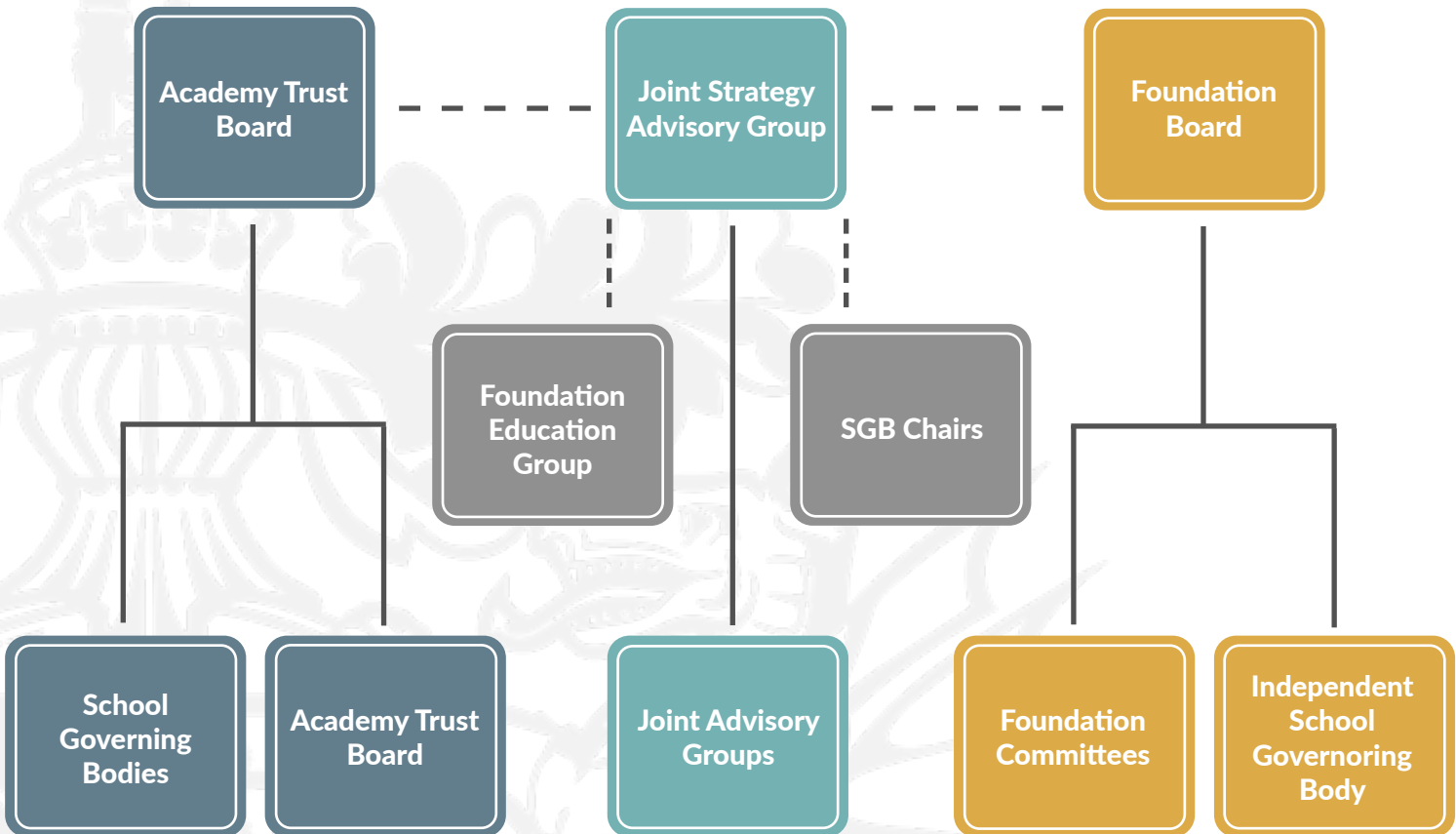
Following recent feedback from the Foundation’s stakeholders, seven priorities for development and seven priorities to enable them were identified. These will form a major part of activity for the next five years.

Development priorities		Enabling priorities	
DP1	SEND Hub	EP1	Financial plan
DP2	Inter-school student collaboration	EP2	Organisational structure & culture
DP3	Post-16 provision	EP3	Governance & delegations
DP4	Primary alliances	EP4	Advancement strategy
DP5	Parental engagement	EP5	Digital unification
DP6	Centre of excellence	EP6	Data
DP7	Edgbaston masterplan	EP7	AI





# Governance & Leadership structure



The Director of Development & Alumni Relations will lead the Foundation Development Office, working closely with a volunteer Development Steering Group, comprising selected Governors and other stakeholders.

The Director of Development & Alumni Relations will report directly into the CEO.





## Team Leadership

Database Manager (soon to be recruited)

## Key Stakeholders

CEO

Other professional service leads

Chief Master & Principal  
(KES & KEHS)

Development Steering Group

Director of Development  
(KES & KEHS)

Donors

Executive Group

Alumni

Headteachers

Corporate sponsors

Grant funding bodies  
and agencies

Parent families

Local communities



# The role



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The Director of Development & Alumni Relations will oversee a broad portfolio of activity comprising of six key deliverables.

## *Key Deliverable: Development Office*

- Lead on the establishment of the Foundation Development Office function, including best practice operating protocols and procedures.
- Prepare relevant policies for adoption, that govern the relationship with key stakeholders.
- Develop investment plans for further staff roles and KPI to support the business case for investment in the development function.

## *Key Deliverable: Development Steering Group*

- Support the establishment of a steering group to oversee the implementation of the development programme, including written terms of reference; member role descriptions; initial briefing, fundraising training and guidance.
- Identify and qualify potential new steering group members; plan and deliver successful recruitment and provide ongoing encouragement / support, as required.
- Organise regular steering group meetings to enable the delivery of the agreed development plan.

## *Key Deliverable: Three-year Development Plan*

- Amplify the outline Development & Alumni Plan for the three-year period 2026 – 2028.
- Prepare a detailed programme for the first year, against forecasts for the overall period.
- Establish key performance indicators (KPI) and confirm initial benchmarks for regular reporting.



# The role - Continued

## Key Deliverable: 'Student Fund'

Secure philanthropic gifts from Birmingham grant funders, businesses with an interest in the city, local philanthropists and Alumni for the "Student Support Fund" that might encompass initiatives such as:

- The existing and expanded Assisted Places schemes.
- A scheme that specifically gives students from Foundation schools an Assisted Place to attend 6th Form at the independent schools.
- A scheme that enables students from Foundation comprehensive schools to attend 6th Form at other Foundation schools. This fund would meet additional costs incurred by these students for transport and other direct outlays.

## Key Deliverable: Stakeholder engagement

- Engage current parents and alumni across the Foundation's academies by directly seeking views and feedback on plans through surveys, focus groups and 1-2-1 interviews.
- Create bespoke communications for 100 of the most influential stakeholders, alumni and parents to strengthen informal engagement.
- Conduct small-scale events, particularly in London, to celebrate the Foundation's successes.

## Key Deliverable: 'Centre of Excellence' capital fundraising

- Prepare a compelling Case for Support to articulate how the 'Centre of Excellence' will advance the educational vision of the Foundation to demonstrate the impact that philanthropic support will generate.
- Create case study examples to 'give life' to the benefits that the Centre offers, for use in communicating with potential funders.
- Engage HNW philanthropists who have an interest in giving to a major new education programme.
- Support a detailed feasibility study to prepare for a fundraising campaign to raise the investment required for the proposed 'Centre of Excellence'.



## Leadership Behaviours

- A leadership style that encourages commitment from others and promotes a positive and motivated organisational culture aligned to the Foundation's values.
- An excellent track record of building and maintaining relationships that deliver effective working and collaboration across teams and settings.
- Effective communication and influencing skills, with an ability to inspire and encourage engagement on strategic issues with all stakeholders.
- A well developed coaching and empowering leadership style, adept at developing individuals, yet remaining focused on high quality delivery, performance and accountability.
- A confident decision-maker, open to seeking advice and opinions.

## Essential criteria

### Qualifications

- Educated to degree level or equivalent.

### Experience

- Track record of successfully creating and managing a major fundraising campaign.
- Demonstrable experience of developing and leading a team through the execution of a strategic plan within an organisation.
- A comprehensive and proven understanding of the principles and practices of fundraising and alumni relations gained from working in the education, charity or arts sectors.
- A successful track record of cultivating and maintaining successful relationships with funders, partners and donors and in securing major six-figure gifts.
- Developing fundraising programmes from initial concept to action plan.
- Writing high-quality foundation applications and achieving a high success rate.
- Creating and delivering effective and successful fundraising and stakeholder events and communications.
- CRM system implementation and experience of maintaining a fundraising database.
- Budgeting and forecasting.

### Skills

- Outstanding written and verbal communication skills, including the ability to be a passionate and compelling advocate for the values, aims and ethos of the Foundation.
- Excellent strategic time management, organisational and planning skills.
- Accuracy and strong attention to detail.
- IT (MS Office) & Social Media literacy.

### Knowledge

- Familiarity with the education sector and/or working in a charity or not-for-profit environment is desirable.
- An understanding of CRM (relational) databases.
- Alumni relations and fundraising in schools.
- A clear understanding of GDPR and the Fundraising Code of Practice.



# Terms and conditions

**A competitive salary will be offered commensurate with senior level experience.**

- Membership of an attractive pension scheme
- 40 days annual leave (inclusive of public holidays)
- Hours of work are 35 hours per week. The post holder will be required to attend meetings (including evening meetings) and to travel off-site
- A hybrid approach to working is in place. As this is a senior role, you will be expected to spend at least three days in the office/in schools
- Funded CPD and apprenticeship programmes
- Employee Assistance Programme (EAP)
- Cycle to work scheme
- Free lunch
- Free onsite parking

The Foundation is an inclusive organisation, building a culture where differences are valued and believing that diversity drives continual improvement and success. We welcome applications for all posts from appropriately qualified persons regardless of age, disability, ethnicity, gender, marital status, sexual orientation, religion or belief.

The Foundation 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 and the enhanced Disclosure and Barring Service.







# How to apply

Interested candidates must complete the application form in this pack.

In addition, candidates should submit a statement of suitability outlining how their experiences and skills demonstrate their suitability for the role. Candidates should structure their statement using the six key deliverables listed in the pack. This should not exceed two sides of A4.

If you have any questions about the role or the application process, please contact: [hr@kevibham.org](mailto:hr@kevibham.org).

**Closing date: Friday 16th January 2025**

**Interviews: Thursday 29th January**







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