# JOB DESCRIPTION

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Schools Engagement and Fundraising Manager</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade</td>
<td>5</td>
</tr>
<tr>
<td>Department</td>
<td>UK Campaigns &amp; Brands</td>
</tr>
<tr>
<td>Line Manager</td>
<td>Head of Youth Engagement and Fundraising</td>
</tr>
<tr>
<td>Employment</td>
<td>Permanent</td>
</tr>
</tbody>
</table>

## PURPOSE OF ROLE

To lead all the development and delivery of the school fundraising and engagement strategies, which deliver £millions each Red Nose Day and Sport Relief campaign.

To drive all fundraising through early years settings and schools.

To drive all school engagement work, overseeing the development of compelling and credible education materials and maximising opportunities to engage teachers and their pupils. All engagement work should improve teachers’ and pupils’ understanding of the issues Comic Relief supports and inspire commitment to Comic Relief’s vision of a Just World Free From Poverty.

To support the work of the broader Youth Engagement and Fundraising team by ensuring that all school engagement and fundraising work supports and wherever possible enhances youth propositions, plans and objectives.

To work collaboratively with colleagues across a broad management team (including Communications and Marketing, Corporate Fundraising, Public Fundraising, Creative, Technology), Grants to develop compelling propositions for UK schools and nurseries, and to market these propositions effectively. Ensure propositions support Comic Relief’s wider objectives, for example in securing partnerships with external organisations.

To use insight and expertise in school fundraising and the UK education sector to inform campaign propositions and fundraising and education strategies.

To ensure that Comic Relief’s school and nursery fundraising propositions are translated into meaningful and effective ‘tools’ (online and offline) that increase engagement and fundraising.

To manage communications with potential and current fundraisers (outbound and inbound) to deliver as much as possible for school and nursery fundraisers in a cost-effective way. Ensure relationships with loyal and big fundraising schools are managed effectively and that networks and partnership relationships are managed to deliver the best return.

Role Dimensions:
- Direct reports: 2
- Team size: 2 plus education consultants and additional temporary campaign staff
### SPECIFIC ACCOUNTABILITIES

<table>
<thead>
<tr>
<th>Schools and Nurseries fundraising strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>• With Head of Youth Engagement and Fundraising, develop a creative proposition to deliver an agreed, ambitious fundraising target from schools and nurseries</td>
</tr>
<tr>
<td>• Develop a strategy that integrates plans for direct marketing, advertising, editorial, media, merchandise, learning and fundraising, working with the Schools and Youth Marketing Executive, Creative and Technology teams as necessary</td>
</tr>
<tr>
<td>• Work with the Senior Youth Reach &amp; Engagement Officer and Senior Youth Fundraising Officer to ensure the strategy and plans complement youth engagement and fundraising</td>
</tr>
<tr>
<td>• Set budget plans for each activity, monitoring spend against projections and identifying innovative ways to maximise campaign spend and fundraising income</td>
</tr>
<tr>
<td>• Ensure that propositions and activity plans are based on data and evidence and maximise return on investment</td>
</tr>
<tr>
<td>• Develop propositions and plans for specific target segments, prioritising activities that generate high ROI</td>
</tr>
<tr>
<td>• Develop an approach to maximising income from potential partners</td>
</tr>
<tr>
<td>• With the Senior Insights Planner, develop an evaluation strategy. Ensure evaluation is UK wide, quantitative and qualitative, and includes patterns of engagement, fundraising analysis, key actioner personas, learnings and insights from individual activities and overall campaign</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Schools and Nurseries fundraising delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Deliver against the agreed strategy. manage and work with internal and external teams (such as the creative, digital, broadcast and editorial teams, data suppliers, print producers, agencies, corporate partners) to deliver fundraising tools, materials and products that will inspire fundraising from UK schools and nurseries</td>
</tr>
<tr>
<td>• Work with the Schools and Youth Marketing Executive and relevant partners to ensure schools and nursery propositions are marketed effectively to the right target markets across the UK and activity is joined up into a coherent campaign</td>
</tr>
<tr>
<td>• Lead a team of fundraisers who communicate proactively with potential fundraisers and account manage significant, or potentially significant, relationships with companies, organisations and other networks of individuals</td>
</tr>
<tr>
<td>• Work with Senior Insights Planner to agree KPIs of all activities and materials and devise and implement appropriate plans to evaluate the delivery against objectives both during campaign and afterwards. Use in-campaign monitoring to inform campaign activity, amending plans as necessary</td>
</tr>
</tbody>
</table>
| School engagement delivery | • Oversee all payment-related materials ensuring there are clear, simple, trackable ways for schools and early years audiences to pay in money  
• Plan and oversee the merchandise deposit scheme for schools, with support of the Schools Fundraising Coordinator |
| Responding to opportunities | • Develop a creative and integrated school engagement strategy that supports campaign activity. Identify opportunities within and outside the school and early years curriculums to educate teachers about the issues Comic Relief supports and wherever appropriate embed need issues within fundraising activities so that education supports delivery of fundraising targets  
• Deliver against the agreed strategy. Manage and work with internal and external teams (such as the creative, digital, broadcast, grants and editorial teams, data suppliers, print producers, agencies, corporate partners) to deliver credible and inspiring education tools, materials and products that inspire teachers to teach about the issues that Comic Relief supports  
• Work with Senior Youth Engagement Executive and colleagues from Creative and Digital teams on developing innovative products for young people aged 5 to 19 that inspire support  
• Identify opportunities to improve teachers’ and headteachers’ understanding of the benefits of taking part in Comic Relief’s campaigns |
| Internal networks & relationships | • Work with Head of Youth Engagement and Fundraising and Corporate fundraising teams to respond quickly to potential fundraising opportunities that may arise from internal audiences or external partners  
• Develop fundraising propositions and plans to maximise opportunities as they arise, based on experience and insight  
• Manage or support the delivery of those projects |
| External networks & relationships | • Work with Communications & Marketing colleagues to ensure their wider experience and expertise is used to best effect in delivery of work  
• Work collaboratively with the creative team to build fundraising and audience insight into development and experimental ideas  
• Ensure fundraising and audience expertise are provided in aspects of technology delivery and other areas that are crucial for the overall engagement of schools and delivery of campaign targets  
• Work with UK Public Fundraising Manager to ensure that there is an approach to fundraising that is appropriate for the different audiences, but has coherence and makes sense when delivered together |
| • Keep abreast of relevant initiatives and developments that could benefit Comic Relief or could be a threat to our activities  
• Build a network of trusted and cost-effective thought-partners and advisers to provide appropriate external support & challenge  
• Secure opportunities to work collaboratively with other organisations, such as school chains, subject organisations, education resource providers, to benefit school fundraising |
### Management

- Oversee all communications with potential and current fundraisers (outbound and inbound). Work with the Schools and Youth Marketing Executive to ensure outbound communications journeys support campaign strategies. Implement effective mechanisms to deal with inbound enquiries and support fundraisers’ needs. Work with colleagues across the organisation to tie into a broad inbound communications plan, ensuring work complies with FRSB and Comic Relief policies.

- Ensure that the team works effectively together and with others across the organisation.

- Ensure that school fundraising and engagement propositions and plans support youth engagement and fundraising objectives.

- Ensure that all team members (direct and indirect reports) receive regular support and supervision sessions, appraisals and appropriate training.

- Ensure outputs are high quality and team members are skilled and empowered to be seen as experts in their areas within Comic Relief and externally.

### REQUIRED SKILLS & EXPERIENCE

**Experience**

- Experience of working with the UK curriculum
- Experience of developing fundraising strategies and propositions for UK schools and nurseries
- Experience of developing inspiring and credible education materials
- Experience of managing relationships with senior stakeholders
- Experience of working with high-profile brands or public sector organisations
- Experience of working with Marketing, Communications, Strategy and Creative teams to deliver an integrated product
- Experience of direct and indirect people management and development

**Skills**

- Planning
- Proposition development
- Strong interpersonal skills
- Effective Communications, written and oral
- Influencing
- Creative problem solving
- Strategic thinking
- Project management
- Team spirit