



Caithness  
Consulting

Executive Search by Professionals, for Professionals

**Our Experience Makes the Difference**



**GORDONSTOUN**

Broader experiences, broader minds.

Engaged by our client to recruit a

**Development Manager**

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**Candidate Information Brief**

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# About our Client

## Gordonstoun

### WELCOME TO Gordonstoun

Gordonstoun believes that a broader curriculum broadens not only minds but opportunities too. It is a belief that has serviced the School and their students for 90 years and has made Gordonstoun the world leader in character education. The School curriculum, which is unrivalled in breadth, helps every child to fulfil their full potential.

Situated on the Moray coast in the North of Scotland, Gordonstoun is a co-educational community of over 500 students aged 5-18 and are drawn from over 40 countries.

## Virtual Tour

Let Previous Head Girl Caitlin and Head Boy Mayon show you around: <https://bit.ly/2TNa9SY>

### Gordonstoun Beginnings

Gordonstoun was founded in 1934 by German educationalist Dr Kurt Hahn. Soon afterwards he decided that young people across the local area should have the opportunity to experience his uniquely broad educational model and he created the Moray Badge (which HRH The Duke of Edinburgh himself gained as a pupil at the school). Such was the success of this programme that Hahn had ambitions for it to be awarded nationally. He consulted with Prince Philip and persuaded him to give his name to what became the Duke of Edinburgh's Award in 1956.

Since then this award has spread across the world to over 140 countries and millions of young people have grown and developed through their participation. For further information on Gordonstoun's fascinating history go to: [www.gordonstoun.org.uk/our-history](http://www.gordonstoun.org.uk/our-history)

# Gordonstoun Motto & Ethos

Resilience is learned through challenge, whether on the hockey pitch, the ocean or the stage. It is summed up in the Gordonstoun motto 'Plus est en Vous' – 'There is more in you'. By embracing new experiences students understand just how much they are capable of.

They need to withstand disappointment and have the resilience to turn it into success. Whether the challenges are academic, emotional or physical, Gordonstoun students learn they can overcome any hurdle.

To learn about this unique educational experience, why not watch a video from past and current students.

Gordonstoun is committed to offering as many students as possible the opportunity to take advantage of the Gordonstoun education model.

Gordonstoun welcome applications from children of all walks of life, regardless of their financial background.

All the school asks is that they want to engage with its broad curriculum and contribute to the school community.

Around a third of pupils receive financial support. It funds this extensive scholarship programme with its own resources and through fundraising.

This programme is managed through the designated bursary fund "The Prince Philip Gordonstoun Foundation".

## Watch Online

Darren McGarvie documentary on BBC iPlayer

<https://bbc.in/4cVLALd>

Gordonstoun through the eyes of expert cyclist Dougal!

[www.youtube.com/watch?v=qqQMdlAVy2I](http://www.youtube.com/watch?v=qqQMdlAVy2I)

The Voyage

[www.youtube.com/watch?v=1RmOpD1eiOs](http://www.youtube.com/watch?v=1RmOpD1eiOs)

Boarding School expedition in the Scottish Highlands

[www.youtube.com/watch?v=A27gRDRUu2s](http://www.youtube.com/watch?v=A27gRDRUu2s)

The classrooms of Gordonstoun - by pupils past and present

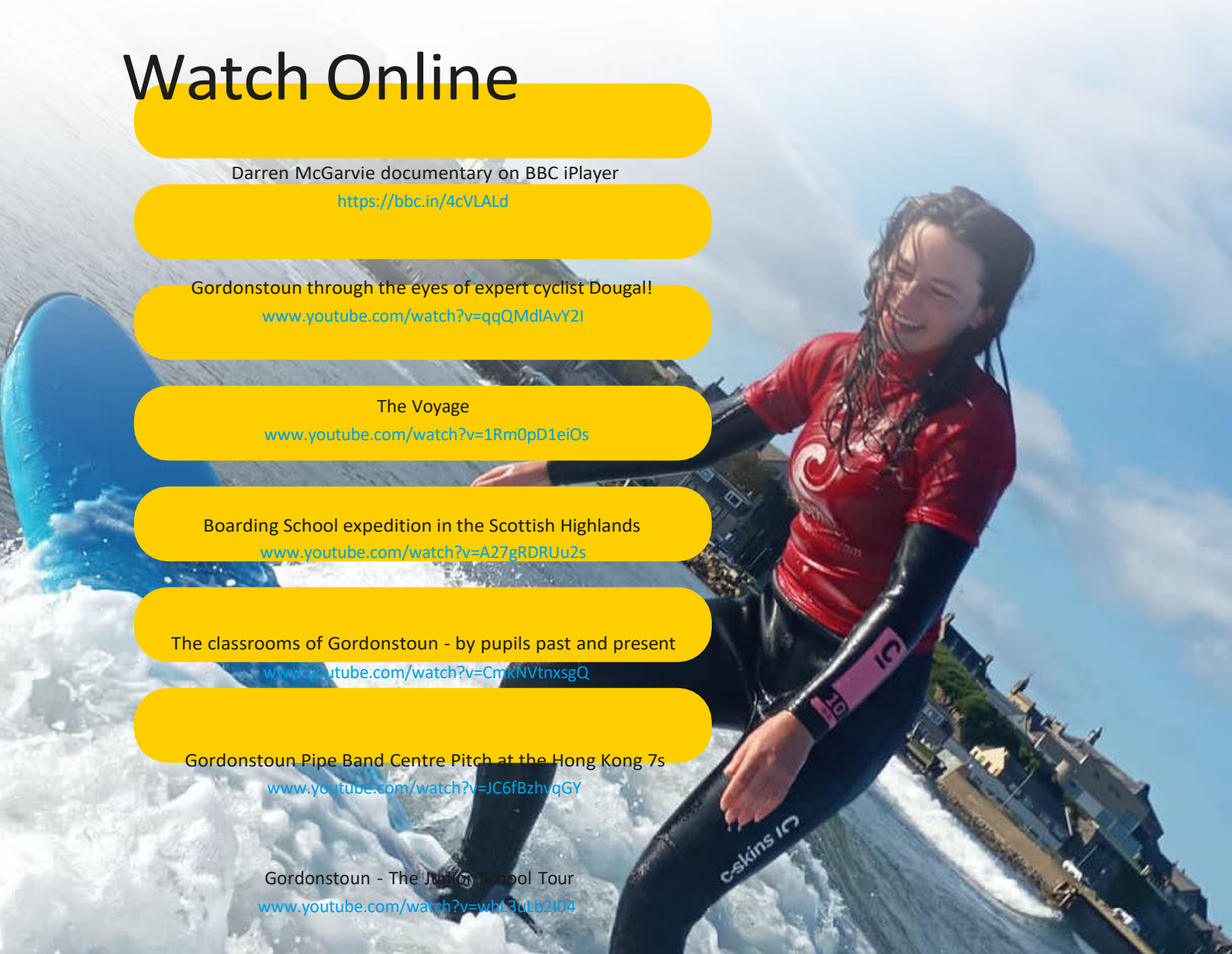
[www.youtube.com/watch?v=CmkNVtnxsgQ](http://www.youtube.com/watch?v=CmkNVtnxsgQ)

Gordonstoun Pipe Band Centre Pitch at the Hong Kong 7s

[www.youtube.com/watch?v=JC6fBzhvqGY](http://www.youtube.com/watch?v=JC6fBzhvqGY)

Gordonstoun - The Junior School Tour

[www.youtube.com/watch?v=wb13utb2l04](http://www.youtube.com/watch?v=wb13utb2l04)





# Development & Alumni Office

The Development and the Alumni Office has recently been restructured to ensure that it is in good order to realise its new 2034 Masterplan. 2034 is the School's centenary and the leadership team, Board and key stakeholders are committed to ensuring that when Gordonstoun reaches that key anniversary it will be ready to take the School into its next century with its overarching objectives met.

## Background and Timeline

Gordonstoun is in the process of planning for the preparation of the largest public fundraising campaign in its 90-year history. The success of the Campaign will rely heavily on the active engagement of alumni, parents, friends, students, governors and staff.

What is achieved through this campaign will define what it means for Gordonstoun to be the world leader in character education in the 21st century. How it can best meet the educational needs of its international and diverse community.

How it can generate new and increased interest in Gordonstoun across a broader audience base. How it can inspire greater engagement with and support of Gordonstoun through telling the stories of its impact. How it can share a brave and bold vision for Gordonstoun, articulated with clear, compelling communications and marketing, which will become the driving force for the campaign and for Gordonstoun into the future.

We would love if you would become part of our community to help realise this vision:





# Dear prospective applicant

Thank you for your interest in Gordonstoun and the role of Development Manager within the Development & Alumni department.

This is a fantastic new opportunity within a growing department, who have a real drive to ensure we do our best for the Gordonstoun community, be they current students and their families, or our alumni and theirs.

They say at Gordonstoun, "Learning is an adventure" and this is an exciting time within Development and the wider Gordonstoun community, as we look to launch a major campaign that leads the school up to their centenary in 2034. This will see an increase in opportunities for engaging philanthropic support, be it major gifts, regular giving or legacy bequests.

As Development Manager, you will work with the rest of the team to deliver challenging targets, individually or collectively, as well as collaborate with other departments such as Marketing and Admissions.

Of notable interest is that fact that we have retained Cairney & Company as consultants to support our ambitious campaign. This presents an excellent opportunity to learn from some of the most experienced fundraising and development specialists.

Cairney & Company | A global company of consultants to help our clients aim higher.  
([www.cairneyandcompany.com](http://www.cairneyandcompany.com))

If you would like to know more about Gordonstoun and the role, please do not hesitate to get in touch.  
Best wishes & good luck

Andrew Lyall

*Head of Development & Alumni*



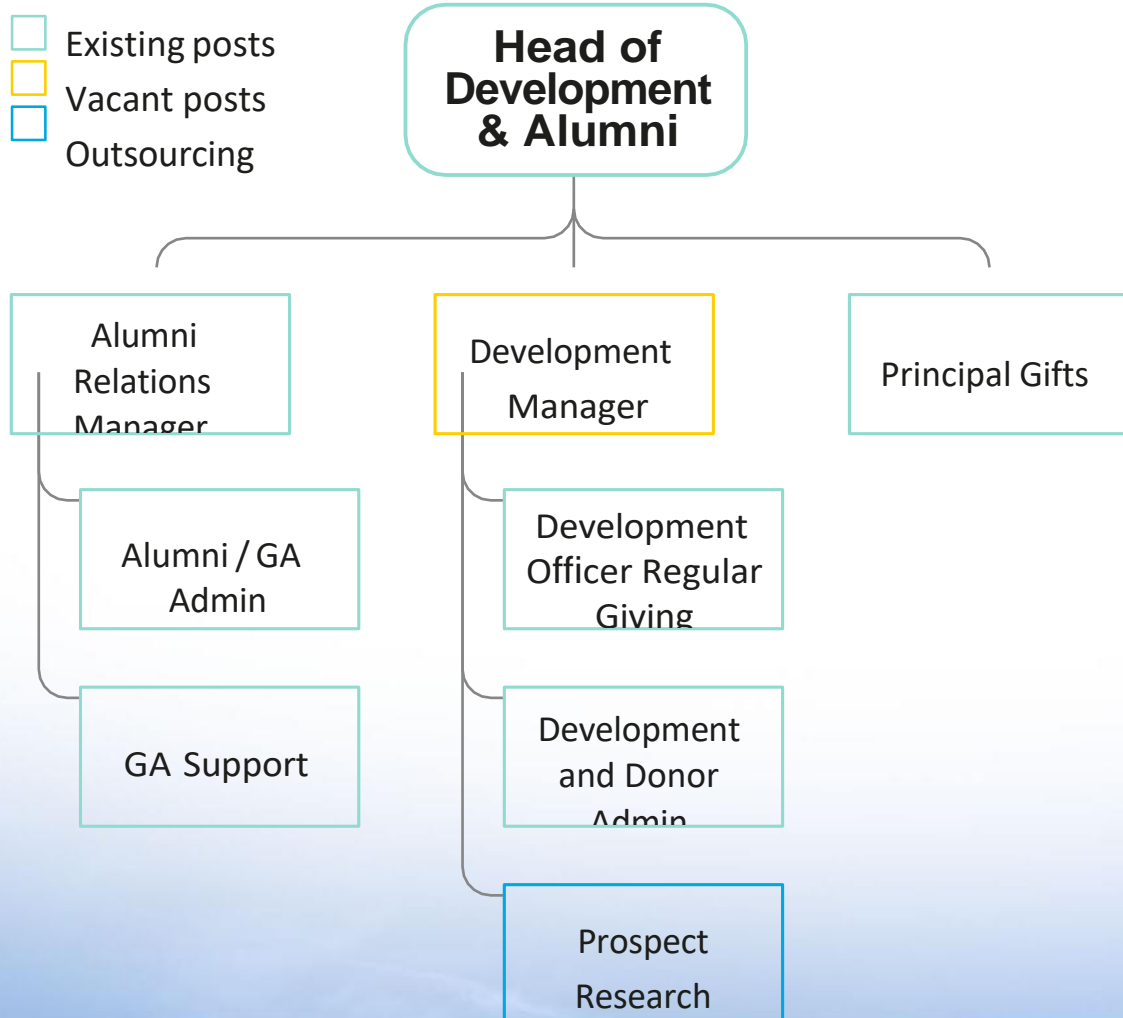




**Broader  
experiences**



# Gordonstoun Current Structure





# The Role

## Development Manager

We are seeking a dynamic, commercial and highly motivated fundraising professional with excellent networking and influencing skills to join the school.

While educational fundraising experience is not required, the successful candidate will have experience of strategic fundraising across a range of fundraising income streams.

# The Opportunity

This is an exciting new role at Gordonstoun. This is a key post within the recently re-structured Development Office and is responsible for the generation of fundraising income for key School initiatives that reflect and support the main strategic objectives of the institution.

You will develop and manage the major gifts regular giving programmes – including the telephone campaign, identifying, developing and managing a portfolio of prospects, including individuals, trusts and foundations and other statutory funding bodies with the aim of raising philanthropic income including legacy pledges.

In addition, you will have a strong working knowledge of fundraising CRM systems and the ability to manage and extrapolate data as it relates to the successful management of all fundraising activities.

You will work closely with colleagues from across the School including the leadership and the Board to ensure that all fundraising projects are fully developed and are ready for the fundraising market. Due to the emphasis on developing external support for the School, you may be required to work out with normal office hours and undertake some travel on behalf of the School, both in the UK and internationally.





# Independent boarding school of the year





# Your skills & attributes for success

Development Manager– You Will Have:

- 2 – 3 years' proven experience of fund-raising with a keen natural ability to build and develop donor relationships, at all levels.
- Fundraising experience in face-to-face asks.
- Experience of applying to trusts and foundations, successfully.
- Strong people skills excelling in building excellent interpersonal relationships and adapting a structured approach to relationship building and management.
- A talent for building and nurturing great working relationships.
- An engaging and inspiring personality.
- Sound proven organisational and office skills.
- An outgoing and positive personality with a pro-active, 'can-do' attitude.
- The ability to work under pressure to ensure deadlines and targets are met.
- A commitment to Gordonstoun's unique educational ethos.

# Remuneration Package & Benefits

Flexible working:  
Full time from office or remote working.

Compensation:  
C.£40 - £45k depending on experience.

Terms:  
Full time (37.5 hours per week), permanent.  
(occasional evening and Saturday work will be required where necessary).

Holidays:  
7 weeks' holiday.

## Benefits include:

- Free lunches when the Refectory is open.
- Group Life Insurance Cover (death in service lump sum).
- Use of facilities in line with school policies.
- Free parking.
- Access to Health Assure Employee Assistance Programme.
- AVIVA Pension (employer contributions 5%/employee contributions 4%).

However, what must be one of the main benefits of this role is working in such an amazing environment with awesome scenery and outdoor activities on your doorstep.







# Eilish McDowell

Will be the Consultant who will lead on this role

## Contact details

☎ Phone: +44 (0)7720 249200

✉ E-mail: [eilish@caithnessconsulting.co.uk](mailto:eilish@caithnessconsulting.co.uk)

## How to Apply

Caithness Consulting has been appointed by Gordonstoun to conduct this search on their behalf. We pride ourselves on our candidate centred approach and welcome initial confidential discussions with potential candidates before deciding to apply. Should you wish to do so, please contact Eilish to arrange a convenient time.

Alternatively, please submit a copy of your CV to Eilish along with a one or two page covering letter outlining why you believe you are a good fit for this role.

We will review your details and respond as soon as we can.

Closing Date: Friday 17th May 2024

Online Interview Date: 3<sup>rd</sup> and 4<sup>th</sup> June 2024

In Person Interview Date: Monday 10<sup>th</sup> June 2024

A full job and person specification, plus other documents of interest are available to download from the vacancy page on our website. [www.caithnessconsulting.co.uk](http://www.caithnessconsulting.co.uk)





Our professional integrity underpins and informs everything that we do individually and as a company.

As the world of recruitment becomes ever more reliant on technology and while we embrace these benefits, we never forget that we are in a “People Business” and People matter.



Caith



