

Proposed Job Description: Development Officer

Reports to: CEO and Senior Management Team.

Works with: Board; Parents' Association; Alumni Association; Accounts Office; Heads of Campus; Development Assistant; Development Office interns and volunteers; and the CEO.

Objective: To coordinate and implement the school's agreed marketing strategy in order to contribute to improving and maintaining an enviable image in the marketplace. This will assist ISM in maximizing its market share.

Person Specification:

Bachelor's Degree	Essential
2-5 years' experience in marketing, fundraising and education	Essential
Excellent Writing Skills – the ability to write clear, concise grant proposals	Essential
Excellent two-way communication skills, i.e. the ability to listen to the donor's or client's requests and clearly articulate the school's needs	Essential
Demonstrable ability to work as a team player and team leader	Essential
Demonstrable ability to set goals and develop a realistic strategic plan for attaining those goals	Essential
Able to present the school in a positive manner at all times	Essential
Excellent organizational skills. Able to plan activities and maintain an accurate calendar of events	Essential
Demonstrable ability to return phone calls, email and written messages in a timely manner	Essential
Creative and resourceful	Essential
Able to create and develop excellent marketing materials	Essential
Able to manage, support and develop strong and effective volunteer teams	Essential
Outgoing and friendly personality	Essential
Patience and the willingness to interact and learn from different cultures	Essential
Excellent written and spoken English	Essential
Excellent Computer Skills (Microsoft Word, Excel etc.)	Essential
Postgraduate Degree	Desirable
Experience in an established Development Office within a school or university	Desirable
Experience working in Africa	Desirable
Knowledge of multicultural, international education, including PYP, MYP and IB Diploma	Desirable
Facilitation skills and experience	Desirable
Knowledge of Kiswahili	Desirable
Knowledge of Microsoft Publisher and Access	Desirable
Drivers' Licence	Desirable

Expected Results: The results from the Development Officer and the measure by which their performance will be judged, will be the degree to which they contribute to:

- Increasing the enrolment of pupils at ISM
- Creating a wider appreciation of the advantages of sending children to ISM
- ISM being perceived as a "community" school with close links to the community
- Increased income for ISM and its Scholarship Programme
- ISM being regarded as the first choice boarding school in the region

Responsibilities:

1. Student Recruitment

- Recruit new day and boarding students in Moshi and Arusha.
- Liaise with the personnel or human resources departments of corporations and diplomatic missions on a periodic basis to promote ISM.
- Plan and develop marketing initiatives to encourage student recruitment from outside the East African region.
- Liaise with educational agents internationally and encourage student recruitment.
- Organise and participate in marketing trips around Tanzania and beyond.
- Organise and participate in Open Days on both the Moshi and Arusha Campuses.
- Develop strategic connections in the local community and Tanzania.
- Be familiar with the instructional programme (IB), functional and administrative aspects of the school, i.e. the admission process.
- Communicate with and conduct school tours for prospective students and parents, as required.
- Support the recruitment of students for the ISM Scholarship Programme.

2. Market Research and Analysis

- Coordinate and organise market research activities on a continuous basis to identify target groups, changes in the market and market shares achieved, and to build up and maintain a database with information and analysis of each market identified by ISM. Determine anticipated trends and advisable marketing and policy resources.
- Continue to identify the total package of products that ISM provides. Identify the comparative weightings that parents put on each product, the perceived strengths and weaknesses, and any misgivings which parents may have about existing products.
- Advise management on market responses to the products being provided by ISM. This should include advice on the provision of additional products.
- Assist the school administration in evaluating the needs and desires of parents and students.
- Solicit feedback regarding the school's programmes and student support systems periodically from all stakeholders within the school community, through surveys and direct personal contact.
- Assist ISM with the development of additional use of its facilities outside normal school hours, for Visiting Schools, Adult Education, summer school etc. to increase both the profile of the school and revenue.
- Take direction from SMT regarding the marketing of the school, specifically the growth of student enrolment and non-tuition related income.

3. Advertising

- Research and identify the most appropriate and cost-effective media to be used in promoting ISM.
- Design and place adverts in order to maintain a strongly visible ISM school profile in Tanzania and East Africa, through publications and billboards.
- Monitor and alter, when necessary, the advertising of ISM, through measuring its effectiveness.
- Be aware of current events in Africa that may impact on student recruitment and adjust advertising accordingly.
- Develop and publish school information and promotional materials appropriate to the development needs of the school, including press releases and multimedia materials, such as DVDs.

4. Fundraising:

- Plan, initiate and execute major fundraising projects.

- Direct fundraising campaigns and special events.
- Research and connect with potential funders in Tanzania, East Africa and globally.
- Solicit individual, corporate and foundation grants and gifts-in-kind.
- Maintain and create a regular cycle of fundraising appeals to prospective individual donors.
- Maintain the fundraising database.
- Organise donor recognition (parties, gifts, plaques etc.).
- Design and distribute materials promoting the ISM Scholarship Programme.
- Develop a working understanding of the regulations and tax implications of grant-giving in Tanzania and abroad.
- Support the work of the trustees of the ISM UK Charitable Trust and the ISM 501(c) Foundation.

5. Alumni Relations:

- Develop the established ISM alumni network, with a focus on creating giving opportunities for alumni.
- Track graduates to colleges and/or university acceptance and graduation.
- Maintain and expand the ISM Alumni Database.
- Organise and support regular Alumni Reunions.
- Design and distribute regular Alumni newsletters.
- Support the work of the Alumni Association.

6. Communications and Public Relations:

- Handle public relations with funders, clients and potential donors.
- Be a sensitive and respected ambassador of the school.
- Identify with and articulate the mission, goals and objectives of the school.
- Ensure appropriate representation at community events, in conjunction with the CEO.
- Maintain an awareness of the changing East African political landscape and its potential impact on ISM.

7. Summit Magazine:

- Develop relationships with potential advertisers for ISM's *Summit* magazine
- Coordinate advertising and printing for the *Summit* magazine

8. Administration:

- Establish an efficient development office and administer the budgetary appropriations assigned to it.
- Recruit, train, support and manage staff, interns and volunteers working with the Development Office.
- Support the work of the ISM Strategic Planning Committee, as requested by the CEO.
- Assist with any other tasks as required by the CEO.

Terms and Conditions: This is a full-time position, working 45 hours per week. Some evening and weekend work may be required, for which time off may be taken afterwards. Some travel around Tanzania and globally may also be required. The initial contract will be for two years.

The salary offered will be commensurate with the candidate's qualifications and experience.

Benefits include:

30 days annual leave.

Medical insurance.

Furnished housing.

Interest-free car loan.

Beginning and end of contract flights to home of record.

Baggage allowance.