

# Hong Kong International School Annual Fund Manager



# Contents

- 3 Welcome Message from Head of School
- 4 Background Information
- 7 The Role
- 8 Key Criteria for Success
- 9 Key Responsibilities
- 11 Person Specification
- 12 Next steps
  - 12 *Terms*
  - 12 *How to Apply*
  - 12 *Selection Process*
- 13 About Richmond Associates



# Welcome Message from Head of School

Welcome to HKIS and thank you for your interest in the Annual Fund Manager position at our school.

At HKIS, we value the involvement of our students, families, and alumni and are thankful for the enthusiasm of those who participate with gifts of time, energy and resources. The support provided by these individuals strengthens the school's mission of dedicating our minds to inquiry, our hearts to compassion and our lives to service and global understanding. Philanthropy has created a positive change and our donors are our change agents. I am humbled by the tremendous support of the whole community.

I would like to invite you to become part of this journey by exploring the opportunity of joining HKIS as Annual Fund Manager. Reporting to our Chief Advancement Officer, you will be responsible for the Annual Giving program, designing, implementing and managing all aspects of the program to ensure fundraising and participation goals are met. Using your exceptional engagement skills, your ability to create compelling and creative appeals for support will ensure your success in this role.

Join our dynamic and dedicated team to drive the aspirations of HKIS as we strive to give each child an exceptional journey with us.



**Ronald A. Roukema, Ed.D.**

# Background Information

Founded in 1966 by a group of American business professionals and the Lutheran Church, Hong Kong International School has served a growing and dynamic community for over 50 years.

## Four Divisions, Two Campuses, One Community

HKIS's two campuses are situated on the south of Hong Kong Island. Our Lower and Upper Primary Schools are located in Repulse Bay, and our Middle and High Schools are in Tai Tam. Together we form one school community serving a student body of nearly 3000 from Reception One (pre-kindergarten) to Grade 12 students from around the world who seek an American college-preparatory education. A day school, HKIS is accredited by the United States Western Association of Schools and Colleges (WASC) and is a member of the East Asia Regional Conference of Overseas Schools (EARCOS).

## Mission

Dedicating minds to inquiry, our hearts to compassion, and our lives to service and global understanding.

An American-style education grounded in the Christian faith and respecting the

spiritual loves of all.

## Vision

HKIS will be a leading place of learning that inspires a socially engaged community of collaborative, creative and resilient learners dedicated to realizing their full potential.

## Student Learning Results

### Academic Excellence

Students will achieve their intellectual potential by striving for and attaining the highest standards of academic excellence.

### Self-Motivated Learning

Students willingly apply a variety of learning and motivation strategies throughout their learning process.

### Character Development

Students will demonstrate respectful and caring attitudes at school and in the community, as well as the courage to stand up for what is right.



**Chinese Culture**

Students will gain an understanding of China and an appreciation for the Chinese culture.

**Spirituality**

Students will understand and respect Christianity and other religions and will identify and develop their own spiritual identity.

**Contributing to Society**

Students will develop the skills they need to form genuine relationships in our diverse society and to make contributions to our community.

For further information go to:  
<https://www.hkis.edu.hk>.

**Advancement at HKIS**

The HKIS community has always been blessed with an abundance of creativity, motivation, ingenuity and resilience. From teachers and staff recruited at the top of their professional career arcs, to parents and alumni who lead within their industries and businesses, their communities, and within their families, HKIS has no shortage of ideas and motivation to contribute to strengthening this unique community to which they belong.



The Advancement office not only acknowledges, but celebrates this richness, and works to ensure that the programs, initiatives, activities and events it undertakes are both aligned to the school's mission and open to new ideas.

As an office with specific expertise, time, and financial resource limits, Advancement must prioritize its commitments in alignment with the Mission of the school. Each year, the Advancement office prepares its planned work based on approved staffing, time and budget allocations.

Specific engagement and revenue goals drive the work of Advancement. These are set by the Board of Managers and the Head of School. The Advancement office works collaboratively to ensure that all marketing and development activities (inclusive of fundraising) will achieve or exceed these goals.

**Vision for HKIS Advancement**

In the future, HKIS will possess the philanthropic resources to fully execute its mission and will be globally recognized as one of the best international schools in the world.

**Mission of HKIS Advancement**

Create a culture of philanthropy in which the entire community can participate, and are motivated to do so because of effective, efficient development and marketing programs.

HKIS Advancement advances the mission of the school through a comprehensive approach to fundraising, constituent relationship management, marketing and public relations.

HKIS Advancement utilizes innovative best practices while honoring the traditions of the school, building its recognition and philanthropic resources in a professional and caring manner.

**Values for Advancement**

**H – Honest:** we approach our work with the intentions of integrity, transparency, and honesty

**K – Kind:** we approach and engage with those around us in an authentic way, with intentions of kindness and a sense of community

**I – Innovative:** we believe in a strategic focus and progressive mindset in order to strive for continuous improvement

**S – Supportive:** we work collaboratively as an office, and we view our professional roles as the builders of pathways for the school to engage with the community of parents, alumni, friends, and the broader Hong Kong and Asian communities.

## Organizational Structure

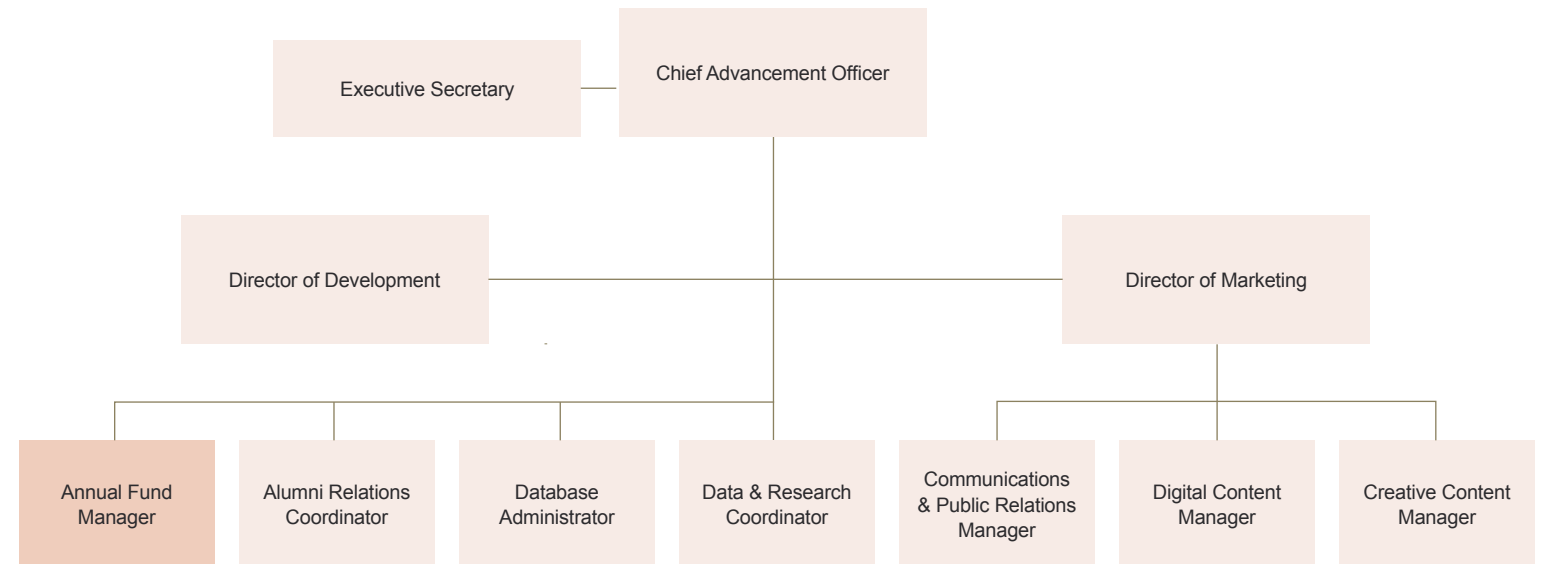
The Advancement office comprises the Marketing Team, the Development Team, and the Advancement Services Team. Each of these teams oversees a program area as follows:

**Development:** Annual Giving, Major Giving, Capital Giving, Endowed Giving, and Alumni and Parent Relations.

**Marketing:** Communications, Public Relations, Brand & Identity, Digital Media, and Content Creation.

**Advancement Services:** Advancement data and information services, daily operations management and support services for Development & Marketing teams.

## Organizational Chart



# The Role

## Job Title

Annual Fund Manager

## Location

Hong Kong, SAR

## Reports to

Chief Advancement Officer

## Key Relationships

### Internal:

- Head of School
- Chief Advancement Officer
- Senior Leadership Team
- Director of Development
- Colleagues across Advancement, Admissions, Communications and Finance Teams

### External:

- Donors and prospective supporters
- Advancement Committee Members
- Alumni and Parents
- Community members, partners and friends of the School

## Purpose

Reporting to the Chief Advancement Officer, the Annual Fund Manager designs, implements, and manages all aspects of the Annual Giving program to ensure fundraising and participation goals are met. In this role, the Annual Fund Manager will oversee all initiatives and events associated with the Annual Giving program, and will leverage the support and guidance of the entire Development team (CAO, Director of Development, and Parent & Alumni Relations Manager). The Annual Fund Manager will recruit, manage, and train members of the Annual Fund Committee (AFC). The Annual Fund Manager is expected to build strategic relationships with all stakeholders, including parents, past parents, alumni, divisional principals, schoolwide administrators, faculty, and staff.



# Key Criteria for Success

*After 12 months in post, the successful candidate will have:*

- Increased parent participation in annual giving from 53% to 60% of current family population.
- Increased alumni participation rates from 2% to 4%, engaging alumni in USA through the 501c3 (Friends of Hong Kong International School).
- Increased faculty and staff participation from 65% to 70% and by August 2025 increasing to 75%.
- Increased the annual fund target to HK\$9M.
- Established yourself as a trusted and credible member of the School's community.
- Built strong relationships with and gained the confidence of senior leaders and key stakeholders.





# Key Responsibilities

## Fundraising

- Work with CAO, Director of Development, and Parent & Alumni Relations Manager to organize and execute all aspects of a year-long annual giving initiative including identification, cultivation, solicitation, and stewardship of all parent, alumni, faculty, staff and other individual Annual Fund donors and prospective donors.
- Create annual strategies to grow participation and achieve revenue goals, increasing giving levels and building a deeper culture of giving among all constituents. Strategies should include acquisition, retention, and reacquisition strategies and techniques.
- Work with the Advancement Database Administrator to design and analyze giving reports and to maximize the use of the RE database including report generation, data queries, and gift acknowledgments.
- Write and regularly update personalized acknowledgment letters for donors and work with Friends of HKIS, Inc., a US-based foundation launched by HKIS, and Friends of Hong Kong Charities to ensure a seamless process for donations from US donors or donors who make gifts in USD.

## Donor/Constituent Engagement & Management

- Partner with Parent & Alumni Relations Manager to strengthen donor and prospective donor relationships with alumni and parents.
- Partner with CAO to strengthen donor and prospective donor relationships with faculty and staff.
- Manage all aspects of donor relations including stewardship events, recognition societies, and incentives, such as the Christmas Tree Ornament program to recognize and increase the giving levels of donors.



### Annual Fund Committee (AFC) Management

- Work closely with the CAO to identify qualified candidates for AFC co-chair positions.
- Create networks in the parent community to market the Annual Fund and fill volunteer positions on the AFC.
- Develop a handbook for volunteers outlining annual goals, tasks, and expectations.
- Oversee all aspects of the November online giving campaign.
- Train and steward all volunteers.
- Design communications strategies to keep donors informed and engaged during the year.
- Develop deep relationships and manage all aspects of volunteer relations.

### Communications and Public Relations

- Work closely with the Development and Marketing teams to write compelling and creative appeals for support.
- Collaborate with Marketing team to develop and brand annual themes for giving years.
- Supervise and manage the content and functionality of the website giving page.
- Collaborate with the Marketing team in publishing the annual Impact Report.

### Other

- Undertake other duties and functions as required by the CAO, which will help impact and strengthen both the Advancement office and the culture of philanthropy within the HKIS community.



# Person Specification

## Experience and knowledge

### Essential

- Bachelor's degree in a relevant discipline.
- 3-5 years in development/fundraising-related functions.
- Experience in implementing an annual giving program. Will consider a proven record of success in sales/business development in lieu of direct experience in annual giving.
- Experience working as a member of a collaborative team.
- Experience identifying, recruiting, training, and supervising volunteers.

### Desirable

- Fluency in written and spoken Mandarin and/or Cantonese.
- Familiarity with Raisers Edge NXT, Raisers Edge, Salesforce, or similar relational database system.
- Knowledge of best practices and trends in fundraising and the ability to develop and implement strategies for growth.
- Prior experience or use of AI tools in composing documents and text.

## Skills and abilities

- High level of interpersonal skills with the ability to collaborate and interact with individuals at all levels in a multicultural environment.
- Strong written and verbal communication skills.
- Exceptional interpersonal skills with the ability to interact with individuals at all levels in a multicultural, fast-paced environment.
- Knowledge of local culture with an attitude of cultural sensitivity and awareness.
- Creativity, entrepreneurship, and a positive outlook.
- Disciplined self-starter who is strategic and results oriented.
- Ability to collaborate and work in a team-oriented environment both within the Advancement team and school-wide.

## Personal Attributes

- Commitment to the principles of modern education and a strong desire to associate with HKIS and champion its mission.
- A passion for building and sustaining relationships and contacts.
- Personal and professional gravitas, combined with authenticity and humility.
- Great enthusiasm for the work of Advancement and its impacts.
- A curious mind with a problem-solving approach.
- Flexibility to work some out of office hours.



# Next steps

## Terms

To discuss contract term and salary parameters please contact **Chua Beng Hwee**, Director, Asia Office or **Judith Marks**, Senior Consultant.

## How to Apply

Applications should include:

1. A comprehensive curriculum vitae giving details of relevant achievements in recent posts as well as your education and professional qualifications.
2. A cover letter that summarizes your interest in this post, providing evidence of your ability to match the criteria outlined in the Person Specification.
3. Details of your notice period, names and email address of 2 referees, including your most recent/current and prior evaluating supervisor together with a brief statement of the capacity in which they have known you and an indication of when in the process they can be contacted (please note we will not contact your referees without your express permission).
4. Telephone contact numbers (preferably daytime and evening/mobile) which will be used with discretion.

## Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Chua Beng Hwee, Director, Asia Office and Judith Marks, Senior Consultant.

APPLICATIONS WILL BE  
CONSIDERED ON ARRIVAL

Please send your application to **Chua Beng Hwee**, Director, Asia Office or **Judith Marks**, Senior Consultant.

✉ [info@richmond-associates.com](mailto:info@richmond-associates.com)

# About Richmond Associates

Richmond Associates was established in 1999, in the UK, by our Founder, Moyra Doyle. Her vision was to provide a professional and robust recruitment process to help organisations address their growing need for expertise in fundraising and ultimately, find exceptional talent. Building on Richmond Associates' strong foundation in the UK, the Australia office was then opened in 2011, followed by Singapore in 2019.

For almost a quarter of a century we have worked in partnership with the world's leading education, arts and cultural, health, and charitable organisations to find experienced and emerging fundraising and advancement professionals. As a result of this focus, we have gained a reputation as a trusted intermediary between our clients and candidates. We also have an enviable insight into the profession, which enables us to advise on career development and talent management strategies.