

UWC Atlantic

Major Gifts Manager

Mission: to make education a force to unite people, nations and cultures for peace and a sustainable future



Welcome Letter

Dear candidate,

Thank you for your interest in us and our philanthropy team.

UWC Atlantic is truly a special place with an extraordinary story. Founded by visionary educationist Kurt Hahn, it unites deliberately-diverse, young minds across nations, cultures and divides, to help achieve peace and sustainability.

Described as “the most exciting experiment in education”, few thought it would survive. Sixty years on we are the flagship of 18 UWC colleges world-wide.

I joined in July 2021, drawn to the college’s unique standing in the international education landscape. Having helped pioneer the International Baccalaureate, we continue to explore fresh thinking to enhance the IB for the challenges of the 21st Century.

Our scholarship programme ensures opportunities for teenagers regardless of socio-economic background and our roots in experiential learning, diversity, compassion and service encourages them to be constructive activists and peace builders.

From our corner of Wales, the impact and what we do and the work of our students and alumni, reverberates from remote villages to the global stage.

Our philanthropy, engagement and partnerships team help us to achieve our ambitious goals and we have more to do. That is why we have decided to further invest in the team with two new roles – an associate director, philanthropy and a major gifts manager.

If you are keen to play a key role in the development of international education and peace building, we would love to hear from you.

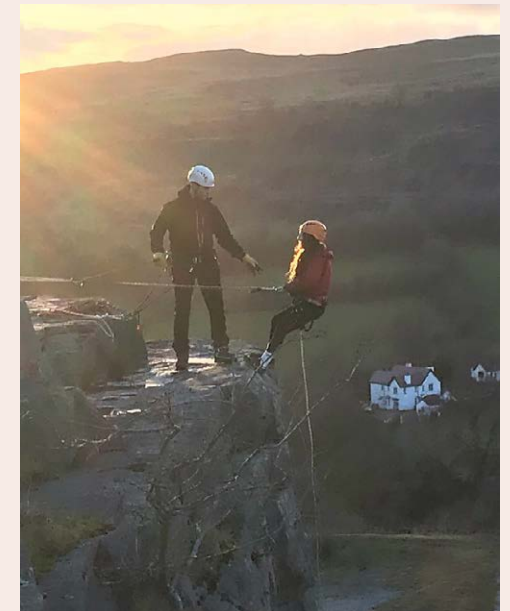
Naheed Bardai
Principal
UWC Atlantic

Our scholarship programme ensures opportunities for teenagers regardless of socio-economic background



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Background Information

The UWC (United World Colleges) is a global education movement that makes education a force to unite people, nations and cultures for peace and a sustainable future. It is the only global educational NGO that intentionally selects students from different socio-economic backgrounds, cultures, races, religions and nationalities. The UWC movement is now made up of a group of 18 international schools and colleges, spanning Europe, North and Central America, Asia, and Africa.

United World College Atlantic was established in 1962 and is the founding member of the UWC movement. We are a residential sixth form college for young people aged 16-19, situated on the south Wales coast at St Donat's Castle. Today, 350 pupils from over 90 nationalities make up our student body, all pursuing the two-year International Baccalaureate qualification.

At the vanguard of progressive education worldwide, we are proud to be a part of the UWC movement and for our courage to champion the values, ideas and aspirations in which we all believe. We are renowned for our ethos and values of peace and justice, and for our community service commitment. We are driven by the

UWC mission, and at the heart of this is a culture of learning and personal challenge.

We continue to embrace the spirit of those pioneers who not only created the College in Wales in 1962 and launched the UWC movement in 1967 but who also co-created the International Baccalaureate Diploma Programme, in collaboration with the International School of Geneva (Ecolint) and UN International School in New York (UNIS). We are leading the way in collaborating with like-minded educators, social innovators, creative disrupters and technological enablers to ensure the IB Diploma Programme is fit for purpose for the 21st Century.





Our multicultural student body comprises young people from vastly differing political, religious, ethnic and socio-economic backgrounds. They are selected to attend UWC Atlantic based on their demonstrated promise and potential, to make a difference in the fields of sustainability, social justice and peace. These inspirational young people are the next generation of change-makers, empowered to go on to careers and lives that create impact locally, nationally and globally.

Philanthropy, Engagement and Partnerships (PEP) at UWCA

The PEP team engage our community wherever they are, to share their time, treasure and talent, and strengthen UWCA's offering for current and future generations of change-makers. Through the support of alumni and friends, we have been able to significantly increase our scholarship provision, innovate within the teaching curriculum, and enhance the learning environment that our students and community benefit from.

2022 will mark our 60th anniversary and we intend to significantly increase our fundraising activities and outcomes to launch us into the next 60 years on an even stronger footing. Our fundraising activity is focused on three key aspects: our People, Purpose and Place.

People - Student selection, responsibility and wellbeing

Deliberately diverse, our enduring aim is to attract young people from some of the most deprived and disadvantaged areas of the world, offering a greater number of youth educational opportunities, learning and University pathways that would otherwise not be available to them. Over 55% of students receive financial support and one of the most comprehensive scholarship models available at pre-university level is provided, however we want to do much more.

We have scholarship programmes for students from Latin America to Africa, Asia and the Middle East, providing support on fees, all boarding costs, flights, and other extra costs such as laptops. We are also part of the global UWC Refugee Initiative which aims to raise the funds for an additional 100 scholarships per year for refugee students since 2016.

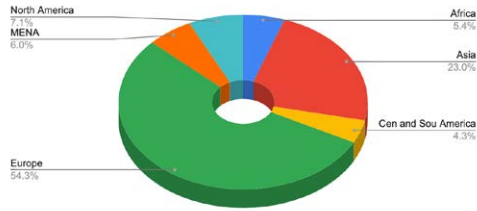
In a specific drive to widen educational opportunity and global experiences to a greater number of British youth, we have also established the Associated Schools Programme - bringing together our diverse international student body with socio and ethnically diverse school students from across the UK for mutual benefit. The initiative acts as

a powerful force towards broadening students' horizons, unlocking potential and raising aspirations, as well as making a meaningful impact within the respective communities. We work with schools in some of the UK's more deprived and disadvantaged areas that reflect and represent the diversity of UK society.

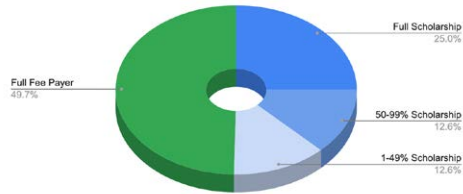
Our aim over the next few years is to build upon the success of these initiatives and to develop and expand the programmes further. We are committed to widening access and determined to encourage young people, whatever their backgrounds, to come to live and learn at the College.



UWC Atlantic Students by Region



UWC Atlantic Students by Fee Type



Purpose - Education innovation, culture and engagement

We want to continue to be an innovator in education by:

- Reclaiming our leadership of innovative education by leading in the transformation of the IB programme - developing the UWC Changemaker Curriculum.
- Building our Outreach Programme and Communications.
- Increasing our purposeful engagement within and beyond the College community.

The UWC Changemaker Curriculum is an excellent example of how we are spearheading educational development. The aim is to get out of the head-heavy regular IB Diploma Programme and involve the whole student - head, heart and hands. In order to do this, we are developing courses that are inter-disciplinary, break down the boundary between the academic and co-curricular realm, and focus on some of the most pertinent issues we face in the 21st century: our relationship with the environment, with the digital realm and with ever-changing human communities across our globalised world. Students build transferable skills in varied fields such as:

- Project Management
- Communication
- Field Science
- Design and Engineering
- Conflict Resolution
- Public Speaking & Negotiation
- Data Science & Coding

This more holistic approach to experiential education is designed to develop our students as these changemakers, developing not only the right aptitudes but also attitudes in young people. The UWC Atlantic Changemaker Curriculum is based on the principles of 'Purpose, Passion and Profession'.

Place - Our financial future, sustainable campus and robust governance

We want learning to take place in a unique and exceptional setting where the entire campus is a classroom. For this purpose, we need to:

- Upgrade our campus through capital investment and protect our historic buildings.
- Develop projects that will enable us to build on and leverage those assets to ensure we have a 21st Century living and learning space.
- Improve our Commerciality and Efficiency Programme to reduce costs.





There are extensive capital projects underway to restore our buildings, but also to engage our local community through the protection of our coastline and seawalls. Our Seafront Development Programme will see us:

- Protect the slipway and seawall from extreme tidal ranges and the increased number and severity of storms.
- Repair the sea towers; one of which will house our new National Coastwatch Institution monitoring station. This provides students and local volunteers to contribute to the safe use of coastal waters by both recreational and commercial crafts.
- Repurpose and redesign the boathouse and boatyard where, alongside engaging in marine sports, students can undertake boat building, craft repair and maintenance workshops, developing both practical and creative skills.

Joining us

With the arrival of our new Principal, our ambitions continue to grow. This is an exciting time to join a dynamic and forward-thinking international college that combines a distinctive vision with a global reputation for educational innovation and an inimitable, world class education. Our PEP team raised over £3.1 million last year and are aiming to further grow this to £5million per year.

This uniquely positioned role is responsible for supporting the delivery of the Principal Gifts strategy and contributing to the overall team target. Working with senior stakeholders across UWCA in the UK and internationally, the Associate Director, Philanthropy will cultivate and steward relationships with philanthropists funding the development of our high-impact education innovation and scholarships programmes, and our ambitious capital projects.

We have the support of a very committed group of stakeholders – from our Principal, the Board and alumni community – and are keen to build on our strong record of success. We are looking for a self-driven focussed individual to achieve the ambitious fundraising targets established for funded scholarships and capital projects. Our mission drives everything we do and should be part of your inspiration for applying for this role.

For further information visit: <https://www.atlanticcollege.org/about-us/about-uwc-atlantic> and <https://www.atlanticcollege.org/support-us/funding-priorities>.



The Role

Job Title

Major Gifts Manager

Location

Up to 3 days per week in the office in London, with monthly visits to Atlantic College

Reports to

Director of Philanthropy, Engagement and Partnerships (PEP)

Key Relationships

Principal, Board members, UWCA Leadership Team, Philanthropy team and key contacts across UWCA and UWC in the UK and globally

Purpose

The Major Gifts Manager will develop and manage a portfolio of c. 100 prospects and donors (with net worth of £3m+) and initiate successful cultivation strategies to help achieve ambitious fundraising goals in support of the College's strategic goals – most notably our scholarship programme and capital campaign.



Key Criteria for Success

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

- Developed an understanding of UWCA's fundraising operation and the areas of work for which we are seeking funding.
- Demonstrated a flexible and 'can do' approach in all elements of daily work.
- Been trained in the use of the CRM database and other relevant systems.
- Become a respected member of the team, operating with integrity in all relationships and sharing the achievement of our mission as a common goal.
- Been recognised as a proactive and supportive member of the team.
- Been co-ordinating the monitoring and reporting processes for existing donors on Raisers Edge.



Key Responsibilities

Major Fundraising

- Develop and manage major cultivation initiatives in close collaboration with the Director of Philanthropy, Engagement and Partnerships.
- Working with and in support of volunteers, lead advocates to cultivate and solicit donors in support of UWCA's priority projects.
- Manage a portfolio of donors across alumni, parents, individuals, trusts and foundations, actively cultivating, soliciting and stewarding these to achieve growth in the PEP department's fundraising income.
- Make asks at the five and six-figure level.
- Work with the Research Coordinator to identify prospects to be cultivated and approached to become Major Donors.
- Support the development of promotional material for Major Donors in conjunction with Director of PEP and the Head of Communications.

Cultivation & Stewardship

- Prepare and personally present funding proposals for individual donors, trusts and foundations, to engage them in supporting the College and achieve growth in the PPE department's fundraising income.
- Steward donors with a view to developing their giving to a higher level, as identified by the philanthropy team tailoring correspondence where appropriate.
- Liaise with the Stewardship Coordinator to develop a tailored stewardship plan for Major Donors.
- Act as sponsor to cultivation and fundraising events for Major donors and manage follow up activity.
- Contribute to the creation of mailings for Major Donors, including the Annual Review, College's Newsletter and other collateral.

Reporting

- Accurately complete all financial processes in accordance with the relevant procedures and responsibilities.
- Ensure that the updating and maintenance of database records on Raiser's Edge is effective and timely, and suggest improvements to systems.
- Maintain income and expenditure records related to the cultivation and stewardship of your donors.

General

- Be a positive and active team player in the office.
- Develop and maintain a high level of knowledge and interest in UWCA's work.
- Liaise and communicate effectively with colleagues to support jointly managed activities and events.
- Communicate effectively with all departments and build good working relationships.
- Contribute towards the development of the role to meet the strategic challenges of UWCA.



Person Specification

Experience and knowledge

Essential

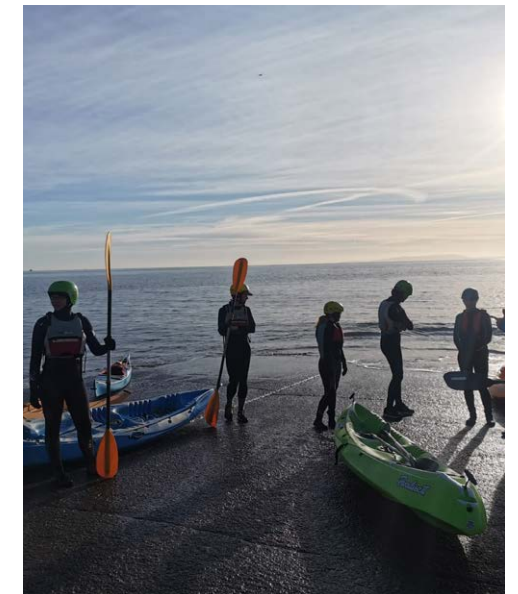
- Strong track record of successful Major Gifts fundraising from individuals.
- Demonstrated experience of securing gifts at the five to six-figure level.
- Experience of face-to-face interaction and building relationships with donors and supporters.
- Experience of managing a diverse workload.
- Experience of navigating complex organisations.
- Experience of working with fundraising databases, ideally Raiser's Edge.

Desirable

- Experience of working with donors internationally.
- Fluency in or very good knowledge of other world languages.
- Marketing or promotional experience.
- Highly numerate.
- University Degree.

Skills, abilities and attitudes

- Sophisticated cultural competency.
- Strong team player and collaborator.
- Willingness to learn and develop.
- Exceptional interpersonal and communication skills, both verbal and written.
- Excellent time and organisational management skills and ability to assess and prioritise workloads and meet deadlines.
- High degree of personal initiative and enthusiasm, and the ability to work effectively within inter- and intra-departmental teams.
- Proven team player.
- Interest in UWC's mission and values, and a willingness to engage with issues of relevance to the UWC movement.
- Ability and willingness to travel within and outside UK.
- Proactive and resilient.
- Flexibility, a positive attitude, commitment and willingness to get involved.
- Able to remain calm under pressure.
- Knowledge of the global education sector and issues affecting young people from marginalised groups in the pursuit of quality educational opportunities.
- Flexible approach to working hours as some out of hours work is required.



Next steps

Terms

The salary for this role is positioned at c. £42,300 pa. subject to a role evaluation. To discuss salary parameters please call **Sonja Dunphy**, Managing Director, or **Julie Baker**, Research Consultant, at Richmond Associates.

The package includes:

Annual leave entitlement

25 days a year, rising to 30 days after 5 years' service

UWC Atlantic Winter break (normally 2 weeks) - non contractual 8 Public Holidays

Pension

Option to join a contributory Pension Scheme

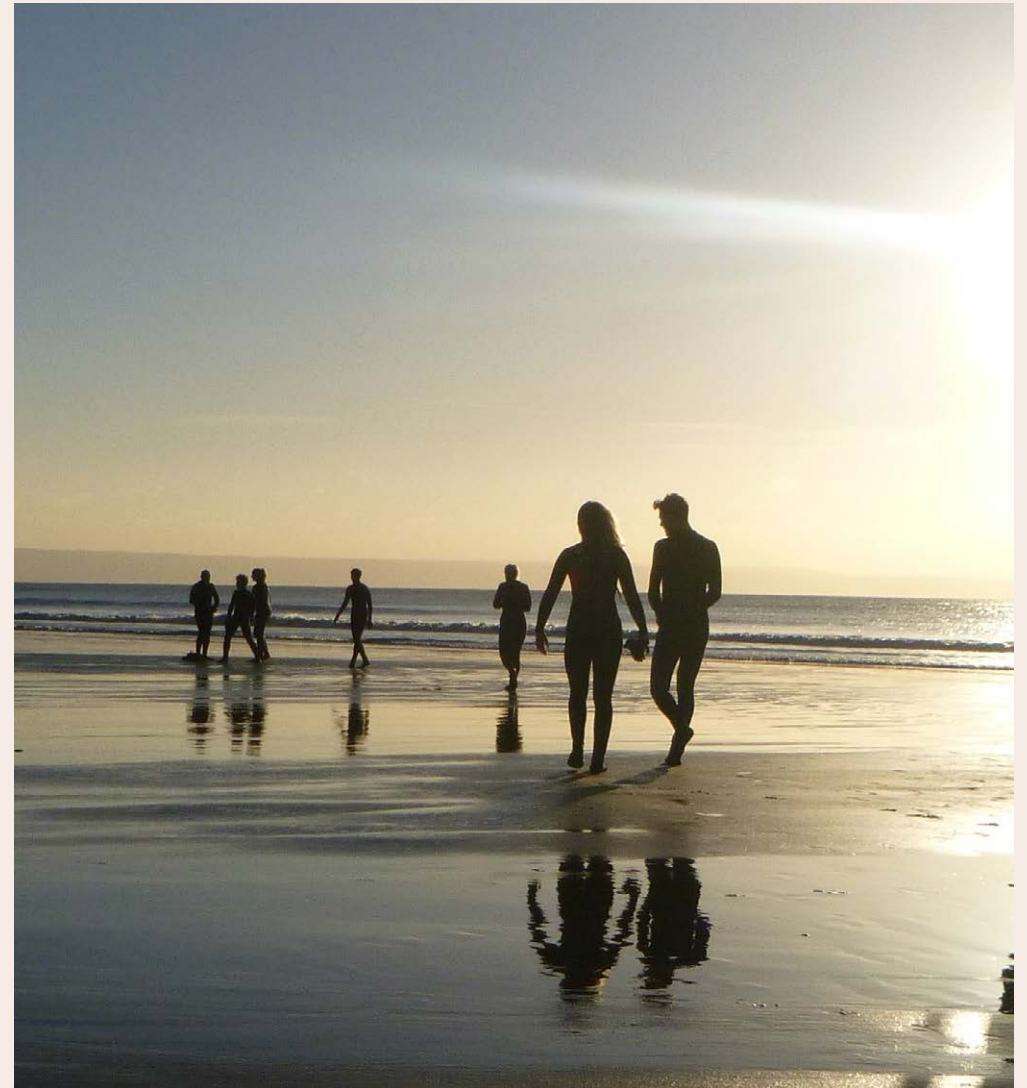
Contract

Permanent subject to the completion of a 6 month probationary period.

Taking our Responsibility Seriously

The safety, security, mental and physical health and happiness of our students and employees are at the heart of everything we do and the way in which we do it. We continue to build a shared spirit of respectful community in which every individual and viewpoint is valued and every voice heard.

With focused and committed leadership on our wellbeing strategy, we are fully committed to ensuring all aspects of wellbeing are reflected in every facet of the UWC Atlantic experience. We are proactively developing our policies and processes to reflect enlightened approaches and to adhere to current best practice. We are also continuing to raise awareness across the whole College community that safeguarding is everyone's responsibility.



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 covering letter that summarises 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 and names of 2 referees, 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.
5. Completed equal opportunities monitoring form. Please request a copy from Richmond Associates.

Committed to the deliberate diversity that is core to UWC Atlantic, candidates will demonstrate the ability to identify and address biases and systemic barriers and use culturally relevant leadership approaches to support students and other colleagues.

UWCA has a responsibility to prevent illegal working and will conduct the necessary right to work checks before employment begins following Home Office guidance. Successful candidates will be asked to produce original documents demonstrating an ability to live and work in the UK before their employment commences. UWCA holds a UK Visa and Immigration (UKVI) sponsorship licence and may be able to offer a certificate of sponsorship to preferred candidates to allow them to apply for a visa to work at UWCA. This UKVI tool allows candidates to check if a visa is required: <https://www.gov.uk/check-uk-visa> Candidates who may require a visa to work at UWCA are encouraged to discuss their immigration status with UWCA to establish if the role they are applying for is capable of sponsorship.

UWC Atlantic is committed to safeguarding and promoting the welfare of young people. Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service. Registered Charity Number: 525761

Selection Process

The applicants with the most relevant experience will be invited to have initial exploratory discussions with Sonja Dunphy and Julie Baker at Richmond Associates.

Interviews with UWC Atlantic will take place from **early February 2022**.

Applications considered upon arrival.

Please send your application to **Sonja Dunphy**, Managing Director:

✉ info@richmond-associates.com
☎ +44 (0) 20 3617 9240