



MISSION FUNDRAISING OFFICER

Application Pack

BE THE TRAILBLAZER
ACTIVATE CHANGE
STRENGTHEN LIVES
BUILD COMMUNITIES
EMBRACE THE CHALLENGES
BE THE HELPING HAND
FAITH TAKING ACTION
PURPOSEFUL ACTION
REAL PEOPLE
REAL FAITH
RISK TAKERS

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FROM OUR CEO

I'm delighted that you are interested in the role of Mission Fundraising Officer with Church Army, I hope that as you read through this job pack you get a clearer sense of who we are.

In all our work Church Army seeks to support and empower those most in need in the UK & Ireland. We walk alongside and love those who are struggling, especially the marginalised. We are a mission organisation committed to enabling the transformation of lives and communities in and by the love of God.

The work of Church Army makes a real difference in people's lives. Every role offers the opportunity contribute to making our vision a reality. The work that you do with Church Army really will make a difference, and we are thankful for every one of our committed and passionate staff. Our GRACEUP values are at the heart of all that we do across Church Army, in our work and in our relationships. They serve as cultural cornerstones, compass points and anchors. In joining Church Army, you will belong to a community of remarkable people who are proud to do what they do. Together we work hard to make sure our team know that they are valued for their contributions and moreover valued for who they are.

This is an exciting time to join us. As we implement our DARE strategy Church Army is growing its frontline work and growing its impact. We are proud to work in some of the toughest communities across the UK and Ireland. Our Centres of Mission, in partnership with Dioceses, are where evangelists live in local communities sharing faith, and empowering & equipping the local church in mission and evangelism. In Marylebone London, we run the biggest women's only hostel and the only 24/7 emergency drop-in centre in the UK. Marylebone empowers women to end their homelessness and live their lives to the full. In Cardiff, we run the Amber Project, which helps young people who battle self-harm, and the Ty Bronna Project, which is a hostel for homeless young people. Elsewhere one of our projects befriends, serves and supports women involved in the sex industry.

It can be challenging work. Church Army is often found where others won't go and doing things that others can't or won't. Yet it is joyful and fulfilling work. We serve in a broad range of settings, with people from all walks of life, and of all faiths and none. I am thrilled and humbled to work for an organisation that does this in God's name and your name.

I hope that you will be inspired and encouraged to want to join our amazing team.

Yours,



Peter Rouch





ROLE OF MISSION FUNDRAISING OFFICER

- Are you stuck in a job where you can't utilise your natural gifts of communication?
- Are you passionate about seeing lives changed?
- Highly organised?
- Ridiculously creative?
- Committed to excellence and work best as part of an encouraging, dynamic team?

If we've just described you then this could be the job you're looking for!

Church Army's Fundraising Team has the privilege of helping to resource the incredible frontline work which sees countless lives transformed, restored and given hope for a better future. To sustain and grow this work we need to make the most of existing fundraising opportunities and create new ones which will see our donation income double within the next few years.

We are seeking someone with a strong fundraising track record OR someone who has all the right attributes but needs an opportunity to shine.

You'll be a gifted communicator, using your skills to write compelling appeals to our existing donors as well as developing and managing donor journeys for individuals and churches in order to grow our income.

Working shouldn't be a drudge. What better than doing a job you love which fits your gifting and makes positive change in the lives of others? Join the team!

This role is based at the Wilson Carlile Centre, the national office and home of Church Army in Sheffield.

Paul Critchlow, Fundraising Team Leader

ROLE DESCRIPTION

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|---------------------------------|--|
| Location | Home-based, with regular travel to the National Office in Sheffield. |
| Salary | £28,000 - £32,500 per annum (dependent upon experience) |
| Responsible to | Fundraising Team Leader |
| Relating to | Marketing Manager, Marketing Team, Key Relationships Managers, Head of Digital Transformation |
| Hours | 37.5 hours per week Normal working hours are Monday to Friday. Very occasionally some evening and weekend work may be required when necessary, in order to fulfil the requirements of the role. |
| Pension | You will be assessed under auto enrolment legislation and if eligible for pension contributions, you will be enrolled into a qualifying scheme and minimum pension contributions will be made by the employer. |
| Annual Leave | 25 days, plus bank holidays (33 days total) |
| Probation Period | Six months |
| Contract Type | Full Time, Open Ended |
| Notice Period | 4 weeks (after Probation Period) |
| DBS Requirement | A DBS is not required for this role. All staff are expected to read and comply with Church Army's Safer Ministry Policy. |
| Occupational Requirement | Due to the responsibilities of the role, there is an occupational requirement under the Equality Act 2010 that the post holder has an active faith in Jesus, demonstrated by an involvement in a local church and agreement with the vision and values of Church Army. |

We also offer our staff:

- Life Assurance cover at 3 x salary
- Access to employee perks scheme through Life Works
- Access to cycle to work scheme
- Free Employee Assistance Programme available to staff 24/7
- Free confidential counselling service

Purpose:

To lead the donor journey for individuals and churches, resulting in an increase in our fundraised income to sustain and grow our frontline social action projects and centres of mission.

Objectives:

- Increase income
- Retain existing donors
- Acquire new donors
- Develop donor journeys for individuals and churches
- Contribute creatively to the work and development of the Fundraising Team and wider Marketing Team.

In this role you will ...

1. Create engaging and exciting postal and email appeals to individual donors, within deadline and budget, to be delivered at least twice per year.
2. Create donor journeys for individual donors, leading to deeper engagement and sustained donor loyalty.
3. Create donor journeys for supporting churches and oversee the church speaking programme to raise income and profile.
4. Re-engage lapsed individual donors through phone calls, emails and post communication.
5. Devise and implement a regular giving scheme for individuals, leading to significant growth in regular giving.
6. Lead on developing our peer-to-peer fundraising (sponsored events), creating fundraising events to engage existing donors and to help in recruiting new donors.
7. Inspire supporters through letter, email and phone calls, leading to new and increased giving.
8. Attend events as required where people can sign up to become new donors.
9. Update supporter databases as required.
10. Contribute creatively to the work of the Marketing Team - being proactive in suggesting and developing new ideas.
11. Contribute to creating resources required to maximise fundraising potential.
12. Ensure all fundraising is in accordance with fundraising regulation and Church Army's values.
13. Ensure compliance with data protection law.
14. Keep accurate records of all activity, on the Raiser's Edge database, without using uncommon abbreviations or jargon.
15. Undertake professional development as required.
16. Share best practice with colleagues.
17. Be fulfilled in knowing you're making a difference to the lives of others.

General:

- To undertake any such duties as are commensurate with the post at the direction of the Fundraising Team Leader
- To be active as a member of the Fundraising team, demonstrating and encouraging participation in team meetings and in the overall objectives and life of the team
- To attend an annual appraisal and regular one to ones with your line manager
- To undertake any training as required for the role as identified in an appraisal or supervision
- To adhere to Church Army's contractual and non-contractual policies at all times. These are outline in the Staff Handbook and on Church Army's intranet document library.
- Act in the best interest of Church Army at all times

TRAINING

As a responsible employer we value the importance of professional formation and expect our employees to commit to ongoing training towards fulfilling their roles. We will provide you with the support you need to succeed, including professional training where appropriate, regular 1-2-1s with your line manager and all the support that comes from being part of a national charity and a loving community.



ROLE REQUIREMENTS

The following sets out what we are looking for in the post holder. As you apply for the post and submit your application, please make sure you evidence with good clear examples how you meet the criteria below. All aspects of the person specification will be assessed via the application form, interview and selection process, and within pre-employment check (e.g. references).

We are looking for a candidate that models the Church Army values in their work and life. You must be in sympathy with the vision & values of Church Army and be willing to represent the organisation in public.

Essential:

- GCSE English A-C or equivalent
- Knowledge of good data protection practice and GDPR
- Experience of delivering great customer service
- Experience of successfully achieving targets
- Experience of using databases
- Excellent communication skills - written and verbal, with the ability to articulate key messages clearly and succinctly
- Able to connect and build relationships with people from diverse backgrounds
- A creative writer with the ability to identify and create content that will inspire audiences to respond
- Ability to work under pressure within a fluid and challenging work environment, on numerous tasks and to deadlines
- Confident digital skills with an understanding of email marketing
- Excellent MS Office skills
- Collaborative team player and relationship builder effective in establishing sustainable relationships and achieving positive outcomes
- Committed to excellence in everything you do
- Creative individually and collaboratively - willing to put own ideas aside if a better one emerges from elsewhere
- Self-motivated and able to work on own initiative whilst being accountable to others
- Natural empathy with the work we do and the individual experiences of our service users
- Highly organised and flexible with the ability to manage multiple projects simultaneously
- Committed to learning and sharing that learning with others
- High degree of accuracy and attention to detail
- A willingness to travel across the UK and Ireland as the role requires
- Willing to be away from home overnight as the role requires

Desirable:

- Educated to A-level or above
- CIOF Fundraising Certificate
- Knowledge of the charity sector
- A proven track record of regularly delighting customers, going above and beyond expectation
- A proven track record of regularly exceeding demanding targets
- Significant experience in a successful fundraising role *or* similar background in sales/customer care
- Experience of writing excellent fundraising appeals
- Experience of using the Raiser's Edge database
- Experience of building engaging sponsored challenge events for supporters to become fundraisers



WHAT MAKES US CHURCH ARMY

Our Vision

For everyone everywhere to encounter God's love and be empowered to transform their communities through faith shared in words and action.

See our [We Are Church Army](#) video.

Our Values

Everything we do is underpinned by our GRACEUP values:



Generous - We believe God is generous and we want to model that generosity to others.



Risk-taking - We have a long heritage as a pioneering movement, taking calculated risks and giving our staff permission to try new things.



Accountable - We are accountable to God and others, and we want to be reliable and responsible to high professional standards.



Collaborative - We are committed to partnering with others who share our values; we believe collaboration enhances the potential and outcomes of our work.



Expectant - We are hopeful, expecting God to do new things through our frontline work and the Church Army community.



Unconditional - We believe God loves everyone and every person is significant in His eyes. We serve anyone regardless of their age, gender, race, sexuality, faith, ability, status or circumstances.



Prayerful - We listen to God through prayer, and we want to be obedient to Him. We want to be like Jesus in all we do.



Working with Us

We aspire to see our teams reflect the communities they serve, and to have a diversity of people and views reflected across our organisation. We are a Christian charity working with people of all faiths and none. We ask that our team, where being a Christian is not a requirement, to respect and be sympathetic to our history, work, vision and values.

We welcome and encourage job applications from people of all backgrounds. We particularly welcome applications from candidates from black and ethnic minority backgrounds. We are an equal opportunities employer and we do not discriminate on the basis of any characteristic, including those protected by the Equality Act.

Church Army staff have access to a wide range of benefits, and you can find some of these listed on our [website](#) below our vacancies.



APPLICATION PROCESS

If you would like you to find out any more about the role, please contact Paul Critchlow, Fundraising Team Leader on 0114 252 1661 or email paul.critchlow@churcharmy.org

To apply, please submit a Church Army Faith-Based Application Form which is available to download from the job advert on our website.

Recruitment for this position is ongoing until a suitable candidate is found, so please submit your application as soon as possible and you will then be contacted by our team.

What to expect from our Recruitment Process:

- Upload your completed application form on our website, or email it to recruitment@churcharmy.org
- One of our team will acknowledge your application
- Applications are shortlisted against the person specification
- You will be contacted as to whether you have been invited to interview

Offers of employment are made subject to:

- Evidence of your eligibility to work in the UK
- Successful completion of a probationary period
- Two satisfactory references

References are usually only requested once an offer has been made. We will ask for your permission before seeking any references.

For more information about Church Army please visit: www.churcharmy.org