



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

# **INDIVIDUAL GIVING OFFICER**

## **Application Pack**

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# ROLE OF THE INDIVIDUAL GIVING OFFICER

Thank you for your interest in the role of Individual Giving Officer at Church Army.

This is a really exciting opportunity for someone who wants to plan, execute and evaluate multichannel fundraising appeals, help shape supporter experiences, and see your work directly resource life-transforming ministry.

You'll be joining a team that is ambitious, grounded, and collaborative - we pray together, plan together, and celebrate generosity wherever we see it. We're looking for someone who shares our heart for donors and who understands that fundraising isn't just about income - it's about people, stories, and relationship.

If you're someone who can bring both creativity and precision - who enjoys storytelling, project managing, analysing data and collaborating with others - you'll thrive here. This is a brilliant opportunity to work across Church Army's appeals, legacy communications, and donor journeys in a role that's as relational as it is strategic.

This role is based within our Fundraising & Communications team in Sheffield, with regular team days and collaborative working at the Wilson Carlile Centre.

We recognise that people work in different ways and from different places. While regular in-person engagement is important, we're open to discussing a working arrangement that makes sense for you - whether that's hybrid or remote with structured time on-site.

Please note: this role has an Occupational Requirement for a Christian faith, in line with Church Army's vision and values.

I hope the following pack gives you a clear sense of the role, the team, and the kind of person we're looking for. If it excites you - I'd love to hear from you.

Kind regards,  
Elizabeth York  
Fundraising Engagement Team Lead



# JOB DESCRIPTION

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<b>Job Title:</b>	Individual Giving Officer
<b>Location:</b>	Hybrid - Sheffield office or remote working options available, with regular team days in Sheffield (typically 1-2 days/month).
<b>Responsible To:</b>	Fundraising Engagement Team Lead
<b>Relating To</b>	Fundraising & Communications Engagement Team
<b>Purpose:</b>	To deliver compelling, donor-focused communications that inspire generosity and grow income through individual giving, regular donations, and legacies. To support the fundraising team in delivering high-impact campaigns, deepening relationships, and stewarding supporters with care and professionalism.
<b>Objectives:</b>	<ol style="list-style-type: none"><li>1. Deliver direct marketing campaigns (print, email, and digital) to retain and grow Church Army's supporter base.</li><li>2. Develop and manage integrated supporter journeys that increase loyalty, lifetime value, and connection to our mission.</li><li>3. Lead on legacy stewardship and contribute to the planning and delivery of future legacy promotions.</li><li>4. Collaborate cross-functionally to deliver effective campaigns, donor experiences, and creative content.</li><li>5. Use data insight, segmentation, and testing to optimise performance and inform decisions.</li></ol>

## RESPONSIBILITIES AND KEY TASKS:

### 1. Campaign development and delivery

- 1.1 Lead the delivery of annual direct mail and digital appeals.
- 1.2 Develop clear timelines and briefs, and liaise with suppliers and the communications team.
- 1.3 Write and edit persuasive fundraising copy (letters, emails, landing pages, inserts).
- 1.4 Use segmentation and A/B testing to target audiences effectively.
- 1.5 Track KPIs (income, retention, ROI) and use insights to iterate and improve.

## **2. Supporter Journeys**

- 2.1 Develop and implement integrated stewardship journeys for new and existing supporters.
- 2.2 Ensure timely and personalised communications to build loyalty, trust, and long-term support.
- 2.3 Collaborate with colleagues to map touchpoints that connect donors meaningfully to Church Army's impact.
- 2.4 Refresh and optimise thank-you processes, welcome packs, and regular giving engagement strategies.

## **3. Legacy Stewardship**

- 3.1 Steward known legacy pledgers and respond to incoming legacy enquiries with professionalism and empathy.
- 3.2 Support the development of legacy promotional activity, such as newsletters, free Will offers, or donor stories.
- 3.3 Maintain accurate CRM records for legacy prospects and pledgers, contributing to reporting and forecasting.
- 3.4 Assist with legacy campaign development and materials, working with external suppliers where needed

## **4. Project Management & Cross-Team Collaboration**

- 4.1 Manage all elements of an appeal lifecycle, ensuring deadlines and compliance (Fundraising Regulator, GDPR, PECR) are met.
- 4.2 Work closely with Communications, Finance, and the wider Fundraising team to ensure smooth delivery and strong supporter experiences.
- 4.3 Work with external suppliers as required, building strong working relationships that ensure quality and value for money.

## **5. Contribute creatively to the work of the Fundraising Team and across the Fundraising and Communications directorate.**

- 5.1 As and when appropriate and within capacity, take on additional fundraising projects and programmes.
- 5.2 Suggest ways to improve fundraising processes leading to a better donor experience.
- 5.3 Support colleagues in achieving their aims as and when needed and possible.
- 5.4 Engage in and support the spiritual life of the team by attending and leading prayer meetings.
- 5.5 Attend team meetings to keep the rest of the team informed of progress and attend and initiate creative meetings as required.
- 5.6 Keep up to date with new fundraising opportunities and relevant training & resources.

## **6. To be an active participant in the life of the Co.Lab Team.**

- 6.1 Be an active member of the Co.Lab team, sharing in the life, objectives, and shared practices of the team.
- 6.2 Attend and take part in regular Co.Lab gatherings.
- 6.3 Whilst working at the WCC, share in the general responsibilities of all staff with regard to welcoming visitors, dealing with post, handling phone calls, and enquiries as required.

### **General:**

- To undertake any such duties as are commensurate with the post at the direction of the Fundraising Engagement Team Lead.
- To be active as a member of the Fundraising team (and wider Fundraising and Communication Department), 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.
- 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).

ESSENTIAL	DESIRABLE
<b>Knowledge, qualifications and understanding</b>	
Proven experience delivering successful fundraising campaigns (especially direct mail and digital appeals).	
Strong project management skills with the ability to coordinate multiple moving parts across teams and suppliers.	
Excellent copywriting and storytelling ability, with a flair for persuasive and supporter-centred writing.	
Competency working with CRMs, data segmentation, and campaign analysis to inform decisions.	
Confident self-starter able to work independently and take initiative.	
Ability to manage time effectively and meet deadlines in a fast-paced environment.	
Proficiency in Microsoft Office and online marketing platforms (e.g. Mailchimp, Google Analytics)	
Passionate about evangelism and aligned with Church Army's vision and values, with the ability to communicate that passion effectively to Christian audiences.	
A collaborative team player with a flexible attitude, ready to support colleagues and take on additional tasks as needed.	
<b>Experience</b>	
	Experience delivering a legacy campaign or working with legacy audiences.
	Experience in legacy stewardship or managing donor pipelines.
	Experience working with creative agencies or outsourcing partners.

	Familiarity with Church-based fundraising or Christian donor engagement.
<b>Skills and abilities</b>	
Excellent communicator (both written and oral) able to inspire funders with stories of impact and lives transformed through the work of Church Army	
Strong organisational skills - Able to prioritise workload, meet deadlines and use initiative.	
Good research skills	
Excellent interpersonal skills able to engage with a range of key stakeholders effectively	
<b>Attributes</b>	
Teachable & committed to self-development	
Creative: able to generate ideas	
Passion for evangelism particularly to the marginalised	
Highly motivated self-starter	
A strong team player, able to share own knowledge and understanding and work collaboratively.	
Willing to take risks for the good of the organisation	
<b>Other</b>	
Willingness to travel and be away from home overnight	

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 and values of Church Army and be willing to represent the organisation in public.

For this role, you must be willing to work some evenings and weekends and have a flexible approach to accommodate the needs of the organisation.



# OUTLINE TERMS AND CONDITIONS

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<b>Location</b>	Hybrid - Sheffield office or remote working options available, with regular team days in Sheffield (typically 1-2 days/month).
<b>Salary</b>	£33,032
<b>Hours</b>	37.5 hours per week
<b>Pension</b>	Church Army is an auto enrolment employer. If you are eligible for pension contributions, you will be enrolled into a qualifying scheme and 5% pension contributions of qualifying earnings will be made by the employer.
<b>Annual Leave</b>	25 days per year, plus bank holidays. (33 days)
<b>Probation Period</b>	6 months
<b>Contract Type</b>	Full Time, Open Ended
<b>Notice Period</b>	4 weeks (after probation period)
<b>DBS Requirement</b>	<p>This post is subject to a basic DBS (Disclosure and Barring Service) check and compliant with safeguarding policies and procedures.</p> <p>Everyone in Church Army whether a staff member, volunteer, Evangelist, Evangelist in Training or Licenced Waterways Chaplain is responsible for making sure that Church Army has a safe and healthy safeguarding culture. We are committed to protecting the vulnerable and ensuring the highest possible safeguarding standards. We expect everyone in Church Army to be familiar and comply with our Safer Ministry Policy, undergo any safer recruitment processes, and report any concerns or behaviours they don't think are right to a member of the safeguarding team: <a href="mailto:safeguarding@churcharmy.org">safeguarding@churcharmy.org</a>, or someone they trust.</p>
<b>Occupational Requirement</b>	This post is subject to an Occupational Requirement under the provisions made in the Equality Act 2010 that the post holder has an active faith in Jesus. The successful candidate must be in 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

# WHAT MAKES US CHURCH ARMY

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## 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.



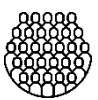
**Accountable** - We are accountable to God and others, and we want to be reliable and responsible to high professional standards.



**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 Elizabeth York, Fundraising Engagement Team Lead by email on [Elizabeth.york@churcharmy.org](mailto:Elizabeth.york@churcharmy.org).

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

**Deadline: 2 October 2025 @ 23.59**

**Interview: Week commencing 13 October 2025**

## What to expect from our Recruitment Process:

- Upload your completed application form on our website, or email it to [recruitment@churcharmy.org](mailto: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](http://www.churcharmy.org)