

CHURCH MISSION SOCIETY

Post: Individual Fundraising Lead
Responsible to: Director of Fundraising for Mission
Team: Individual Fundraising Team
Grade: F

INTRODUCTION

Church Mission Society believes that all of God's people are called to join in God's mission: bringing challenge, change, hope, and freedom to our world.

For some this will mean going overseas. For others it will mean going over the road. Whatever the case, we want to set people free to put their call into action. Currently, there are hundreds of Church Mission Society people working in 40+ countries across Africa, Asia, Latin America, the Middle East, Europe and the UK.

Church Mission Society was founded in 1799 by William Wilberforce, John Newton and other Christians whose hearts were stirred to put their faith into action. Since then, thanks to the generous and prayerful support of God's people, we have helped support over 10,000 people in mission worldwide. CMS is also committed to equipping the Church in Britain for mission today, not least through receiving the gifts of the global church in mission. As an Acknowledged Community of the Church of England we are governed by four values; we seek to be people who are pioneering, evangelistic, relational, and faithful.

To find out much more about the work of our Community please visit:
www.churchmissionsociety.org

JOB CONTEXT

Reporting directly to the Director of Fundraising for Mission, the Individual Fundraising Lead will take the overall responsibility for fundraising from individual donors including strategic framework as well as scheduling and managing the direct marketing activity of the fundraising team. This includes activity to develop engagement from existing supporters and activity to recruit new supporters to CMS. The post holder will act as a point of contact for all individual fundraising work and will keep up to date with different activities of the team that includes church- and key relationship teams.

PURPOSE OF JOB

As an integral part of the Fundraising Team, you will take responsibility for the development and growth of both relationships and income of all aspects of individual fundraising with the help of the Director of Fundraising to plan, develop and deliver campaigns.

KEY RELATIONSHIPS:

The line manager and primary relationship for this role is the Director of Fundraising for Mission, for whom you will report to. In addition to this you will work closely with the Database Administrator and Supporter Care Assistant, and colleagues in the Communications Team, Church Relations Team, Key Relationships Team and International Mission Team.

MAIN RESPONSIBILITIES

Fundraising Development

1. Responsible for developing, designing and delivering initiatives to recruit, develop and retain individual supporters in consultation with the Director of Fundraising for Mission.
2. Responsible for developing initiatives which will raise funds from individuals, through church contacts and churches while working closely with the Church Relations Team Manager and the Church Relations Advisors.
3. Work closely with the Director of Fundraising and the communications team as you develop and deliver fundraising campaigns and initiatives, which reach supporters through a variety of media;
 - Mail
 - Email
 - Web
 - Social Media

Fundraising Management

4. Responsible for researching and identifying possible stories for fundraising campaigns with colleagues in the International- and Communications Team.
5. Develop and write creative briefs which outline the audience, purpose, proposition and schedule for all activities under your brief.
6. Commission internal and external writers and designers in the development of concepts, copy and artwork and ensure they are delivered on time, and to budget.

7. Responsible for designing and running selections for fundraising campaigns, including appeals and publications working closely with the Database Administrator.
8. Ensure that colleagues in the finance department are fully briefed and allowed input into all processes, fundraising copy, 'response mechanisms' and, the designation or restriction of funds.
9. Ensure that external agencies/suppliers deliver campaign materials on time and according to specification, and within budget.
10. Follow the quality checking processes - coding and proofreading letters and materials for individual fundraising initiatives
11. Responsible for monitoring and analysing response and income from all fundraising initiatives to individuals, in collaboration with the Database Administrator.
12. Write and maintain an ongoing pipeline of thank you letters for all individual donors, which are automated through ThankQ.
13. Provide task based supervision to the Supporter Care Assistant on their role in thanking and database administration.

Administration

14. Develop and maintain an annual budget for income and expenditure for all individual fundraising work.
15. Perform any other duties commensurate with your grade and requested by the Director of Fundraising.

PERSON SPECIFICATION

Individual Marketing Lead

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> • Degree level, or equivalent experience 	<ul style="list-style-type: none"> • Marketing or Fundraising Qualification • Membership of the Institute of Fundraising
Experience	<ul style="list-style-type: none"> • Experience of working in a direct marketing environment and a proven track record with individual donors • Experience of managing or coordinating projects • Designing and delivering marketing campaigns • Experience of analysing and segmenting data • Experience of working on both online and offline campaigns • Experience of using databases for marketing purposes. • Experience of working in a print/production environment 	<ul style="list-style-type: none"> • ThankQ CRM experience • Cross-cultural experience • Writing supporter communications • Experience of working in a Direct Marketing or DM Fundraising environment • Experience of global and/or local mission
Knowledge / Understanding	<ul style="list-style-type: none"> • Understanding of current individual donor trends • Knowledge of direct marketing and fundraising principles • Understanding of current mission trends 	<ul style="list-style-type: none"> • Knowledge of the work of CMS, or other similar organisations
Skills / Ability	<ul style="list-style-type: none"> • Strong analytical skills • Excellent written and oral communication skills • Demonstrate high levels of individual initiative • Strong Microsoft Office skills • Ability to work collaboratively across functions • Ability to identify good stories with fundraising potential 	<ul style="list-style-type: none"> • Knowledge of the work of CMS, or other similar organisations

Disposition	<ul style="list-style-type: none">• Enthusiasm• Proactive instead of reactive• Motivated and a self-starter• Kind and a good team member• Able to work under pressure and meet deadlines• Cheerful and friendly• Tasks and results oriented	
Other	<ul style="list-style-type: none">• Practising and committed Christian• Committed to the aims and values of CMS	

Individual Marketing Lead

Conditions, including but not limited to the below:

1. The appointment is subject to satisfactory references and a probationary period of six months.
2. **Salary:** The post is within Grade F of the CMS salary scales; starting at £30,690 per annum. Salaries are reviewed annually at the beginning of February.
3. **Expenses:** Expenses incurred in connection with work in accordance with the regulations in force will be paid.
4. **Pension:** There is a group personal pension scheme applicable to your employment and you are entitled to participate in this scheme subject to the rules of the scheme in force from time to time. You will be automatically enrolled into the scheme however; there is an opt-out option available. CMS contribution is 10% of the pensionable salary. Employee contribution is not compulsory, however, CMS will match your contribution up to an additional 5% of pensionable salary should you contribute up to 5%. The life assurance scheme provides a death in service benefit of four times the basic pay.

Those eligible for pension rights under the Clergy Pensions Measures administered by the Church of England Pensions Board may continue to qualify for those rights.

5. **Work Base:** This is an Oxford-based post and this will be your centre for the purpose of claiming travelling expenses if appropriate.
6. **Holiday Entitlement:** Annual leave is 28 days, of which up to 3.5 are to be taken between Christmas and New Year, plus statutory bank holidays.
7. **Notice:** Three-month's written notice on either side is required for the termination of the appointment after the probationary period.