

Role Profile: Church Engagement & Fundraising Officer

Role updated: 25/02/25

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| Department | Division | Location | Salary Band |
| Income and Public Engagement | Church and Community | UK Any | E High |
| Reports to | Matrix Manager | No. of direct reports | Value-based behaviour |
| Church Engagement & Fundraising Advisor | | | Individual Contributor |

Purpose

Empowering people and amplifying change by proactively identifying opportunities to inspire and equip a defined set of churches, groups, specialist volunteers, and individuals.

Fostering relationships built on trust and openness, collaborating both across and outside the organisation to drive meaningful impact in fundraising and campaigning activities.

Main Areas of Responsibility & Accountability

- Develop and manage Christian Aid's relationships with a defined group of key churches and Christian Aid groups through face-to-face and online engagement.
- Maximise the involvement of churches and groups as agents of change in alignment with Christian Aid's values and goals.
- Proactively identify and engage churches that have not previously supported Christian Aid, building and maintaining a pipeline of prospective churches to Give, Act, and Pray.
- Build and nurture meaningful relationships with churches and groups to ensure alignment with Christian Aid's values and goals.
- Actively promote Christian Aid's presence and profile by delivering impactful contributions, such as speaking at events, attending festivals, participating in meetings, and utilising communication channels.
- Adapt engagement based on the insights gained from stakeholders to consistently achieve departmental and team targets.
- Supervise and support volunteers, ensuring they are effectively developed and equipped to fulfil Christian Aid's objectives.
- Monitor and maintain accurate records of all activities involving supporters and volunteers, utilising the CRM supporter database.
- Use collected data and insights to inform priorities and drive continuous improvement in processes and outcomes.
- Consistently deliver high-impact outputs, ensuring alignment with organisational goals and striving to maximise the impact of Christian Aid's work.

Key Decisions

- Assist the strategic deployment of Christian Aid's resources and volunteer capacity to meet targets defined in the performance framework, ensuring alignment with organisational priorities.
- Make informed, day-to-day decisions on the development of partnerships by drawing on insights from data and adapting approaches to support the teams overall goals.
- Contribute to shaping the work of the wider team by providing valuable input into decision-making processes. Commit to delivering impactful and consistent results by maximising the effectiveness of partnerships and resource deployment.

Problem Solving

- Conduct analysis or assessments based on established criteria to understand and address issues effectively. Actively adapt approaches to align with stakeholder needs and organisational values.
- Assess current support, regional resources, and levels of interest to inform strategies for promoting and strengthening partnerships with churches and individuals. Ensure that engagement aligns with organisational values and goals.

Key Interfaces

- Facilitate clear and effective communication by providing explanations on moderately fundraising and campaign matters. Tailor the approach to ensure understanding among key supporters, fostering engagement and equipping them to act as agents of change.
- **Internal:** Income and Public Engagement.
- **External:** Supporters, Church Representatives and Partners.

Knowledge, Skills and Experience

Essential:

- Demonstrable experience and knowledge of church audiences.
- Experience of mentoring volunteers to add capacity, skills and aptitude to empower and support them.
- Detailed knowledge of the principles of good donor management or customer care, and understanding of the principles of relationship building.
- Developed communication skills to inspire others to take action and use their skills and resources to fundraise and donate.
- Developed communication skills to communicate complex messages creatively and effectively to diverse audiences.
- An ability to analyse and interpret information and data to prioritise work and achieve results.
- Organisational skills to work under pressure and manage competing priorities to deliver multiple concurrent activities.
- The ability to travel frequently to locations, including some evenings and weekends.

Desirable:

- Knowledge of current fundraising legislation and good practice.
- Knowledge of relevant church networks and denominational structures.
- Ability to effectively portray development messages in a theological context.
- Knowledge of global development issues and Christian Aid's work.
- Good knowledge of the relevant geographical region.

Travel

In Country: Occasional

Global: Occasional