



## Head of Fundraising and Communications Job Pack

**Thank you for your interest in the role of Head of Fundraising and Communications at Church Urban Fund (CUF).**

Church Urban Fund has a proud history of being good news within our low-income communities across England. We partner with churches, different faith communities and schools through our family of charities - Near Neighbours, CUF and Just Finance Foundation - and aim to learn from and journey with the communities that we serve. Our core mission is shaped by the drive to alleviate poverty in all its forms, by developing partnerships and programmes of hope, love and dignity.

We are inspired by Jesus' ministry to be with and alongside and serve the most marginalised and vulnerable in society, and follow his command to Peter and the wider Christian community 'tend or feed my sheep'. We are a relatively small charity, where everyone plays a significant part in shaping our culture and serving the wider community, together.

We are seeking an experienced, energetic and enthusiastic Head of Fundraising and Communications to lead the team tasked with securing the funding to deliver and communicate our mission and to enable us to follow Jesus in serving people and communities.

If you feel that this role could be for you, we would love to hear from you.

A handwritten signature in black ink, appearing to read "Rob Wickham".

Bishop Rob Wickham  
Group Chief Executive



## About Us

At CUF, our mission is to tackle complex challenges like poverty and exclusion across England by mobilising people, churches, and whole communities to make a positive difference.

Through programmes like Growing Good, Places of Welcome and Positive Pathways, we aim to transform the lives of those in poverty and strengthen communities by reducing loneliness, increasing self-confidence and building stronger communities.

### The CUF family currently consists of:



A network of charities, founded and convened by CUF, that promotes collaborative, local social action through network building, strengthening of relationships and the development and delivery of programmes to tackle social issues including food poverty, loneliness and homelessness. The Together Network currently has 15 core partners, and we are seeking to grow the network.



The focus of Near Neighbours is on building bridges between people of different faith groups, cultures and backgrounds. By encouraging people to get to know each other and work together, relationships of trust – which transcend difference – are built and neighbours are empowered to improve their communities together.



The work of the Just Finance Foundation is to promote a fairer financial system that equips people to manage their money better.

A key focus is on helping primary-aged children develop a positive relationship with money and embed habits, learning and behaviours that build financial resilience into adulthood.

(Near Neighbours and Just Finance Foundation are subsidiaries of CUF)

## Our vision

A future where everyone in England can access a community of support when they need it most.

## Our mission

To tackle complex challenges like poverty and exclusion across England by mobilising people, churches, and whole communities to make a positive difference.

## Our local approach

We understand that local people know their communities best, so we make sure local skills and knowledge are amplified and valued in everything we do. We work with and invest in local people, churches and community groups to tackle urgent issues, provide life-changing support and raise money.

## Our Christian values

As a Christian organisation, we are motivated by a vision of the world as God intends it to be. We are passionate about building communities where material needs are met and everyone feels connected, valued, and loved.

### **Our work is guided by the following theological principles:**

- We are drawn by the vision of a world as God intends it to be.
- We are driven by the biblical cry for righteousness, justice and peace.
- We are directed by Christ's example to prioritise those experiencing injustice, poverty and inequality.

## Culture and values

CUF is an inclusive organisation with a diverse workforce. Our aspiration is to build a workforce that is truly representative of the communities we serve and diversity is an asset in helping us create an inclusive, welcoming environment for all.



# Head of Fundraising and Communications

## About the role

The Fundraising and Communications team is essential to CUF's work of empowering churches to support their local communities, so that together we can end poverty in all its forms. With an emerging strategy to support this vision, we are seeking a Head of Fundraising and Communications with a passion for resourcing this essential part of Christian mission and communicating the work of CUF in new and exciting ways.

Following a recent review of fundraising and communications by external consultants, we are looking for someone who will shape the strategic direction of work in the next season of CUF's mission. We have a strong and loyal supporter base, but want to encourage more people to join us as we tackle poverty together. We know there are new opportunities to seek funding from a diverse range of sources to support our work, especially through trusts and foundations and major donors.

Our confidence with our communications has grown over the last 18 months as we have developed the team, with greater integration between the communications and fundraising teams. We now want to grow our public engagement and diversify the channels through which we communicate our work, as well as increasing awareness of, and commitment to, our vision. Our new Head of Fundraising and Communications joins us during this exciting time in our journey as an organisation, essential to realising our vision, you will shape a strong team and implement a successful growth strategy.

With Christian values at our core, we are looking for a leader who is committed to the ethos and aims of our organisation. Our work, through Near Neighbours, also includes developing inter-religious partnerships, therefore some knowledge of the different faith communities in England would be an advantage. The ability to work with people of different faiths and beliefs is essential. Applicants should be enthusiastic, flexible and have a positive outlook.

The ideal candidate will have demonstrated experience in fundraising and communications within the non-profit sector, with proven success in leading teams to deliver communications and fundraising activities to a range of audiences.

This role will report to the Deputy CEO.

## Job Description

**Location:** Hybrid: Office base is in London with expectation for a minimum of one day per week in the office (The Foundry, 17 Oval Way, Vauxhall, London, SE11 5RR)

**Contract:** Permanent

**Hours:** 35 hours per week (flexible working arrangements considered)

**Salary:** £56,000

**Annual Leave:** 22 days + 3 CUF discretionary days + Bank Holidays per annum.



## Purpose of the role

The Head of Fundraising and Communications (HoF&C) is pivotal to the successful delivery of Church Urban Fund's (CUF) emerging vision to alleviate poverty in all of its forms, by developing partnerships and programmes of hope, love and dignity.

The role will build on the collaborative working that the fundraising and communications team have developed to ensure that fundraising and communications are at the heart of CUF. Leading the team, this role will build on strong foundations, to develop a new strategy aimed at boosting awareness of CUF's mission and securing resources to fulfill our vision.

## Key objectives of the role

This role will lead on the generation of income to support CUF's work and mission as well as our communication with a range of audiences. The HoF&C will:

- Oversee the growth of income from a diverse range of sources, development of a strategy for engagement with trusts, foundations and major donors, leading on promotion of Gifts in Wills.
- Lead the fundraising and communications teams while collaborating closely with all other departments, nurturing a culture of collaboration to establish a cohesive, mission-oriented organisation capable of agile responses based on what we learn.
- Develop new strategies for communications and fundraising.
- Lead the fundraising team to inspire new relationships with donors and deepen existing key supporters involvement and giving to CUF.
- Lead the generation of unrestricted income from diverse sources to underpin our work, as we support and inspire faith-based, community-led social action.
- Work alongside the fundraising team to develop and test new engagement and income generation strategies.
- Develop a balanced and diverse donor base in line with the promotion of CUF's new strategy that includes developing audience segments which have not yet reached their current potential.
- Develop a pipeline and portfolio of trusts, foundations and major donors to support CUF.
- Lead a programme of promotion of Gifts in Wills to build on the support we currently receive from legacies, as well as ensuring our administration of legacies is informed by best practice.
- Overseeing the development and implementation of fundraising and communications process which ensures efficiency and compliance including with GDPR and PCI legislation, good practice set out by industry bodies including the Fundraising Regulator and our own organisational policies.

- Work with our Digital Systems and Business Improvement Manager to ensure Salesforce and



associated third-party platforms (such as MailChimp) are set up to support the above, working with colleagues and consultants as appropriate.

- Oversee the development and implementation of an internal communications strategy reaching staff, trustees, partners and high-profile advocates to build a 'head and heart' connection to CUF's mission.
- With the Communications Manager, lead on the development of an external communications and PR strategy for CUF that will deepen and extend the reach of CUF's communications.
- Ensure clear and consistent communication of CUF's vision, mission and values and the work CUF delivers including the availability of boilerplate text for all projects and programmes.
- Ownership and development of all public-facing digital assets including websites and social media channels.
- Leadership of CUF's brand development.
- Develop and manage the associated budget for fundraising and communications.

## Principle responsibilities include:

### Fundraising:

- Take responsibility for achieving income targets and growing the volume, value and length of giving associated with regular and occasional donors, reporting to SLT and Board of Trustees on fundraising performance against targets set within the annual business plan and budget.
- Develop and build key donor relationships, responding to donor requests and keeping supporters up-to-date about the work of the group, and developing and implementing a strategy for donor care and development.
- Lead on the strategic development, writing and disseminating of appeals, regular donor communications, donor care pieces and other communications.
- Develop a strategy for the acquisition and retention of new donors, to include use of social media, events, and other opportunities.
- Embed and promote a culture of fundraising across the organisation.
- In line with our increasing focus on church engagement, develop a strategy which increases the proportion of income coming from churches.
- Report to SLT on current insights and trends into CUF's fundraising and donor base, benchmarking this against other fundraising within the sector, with a view for continual improvement in fundraising performance and donor care.
- Ensure the fundraising function is compliant with latest guidelines from the Fundraising Regulator, GDPR, CUF policies regarding data management, and fundraising procedures.
- Ensure the Fundraising team maintain targets associated with the timely and accurate processing, recording and acknowledgement of donations.
- Oversight of CUF's 'gifts in wills' fundraising strand, ensuring that all legacies are dealt with in accordance with regulations. Maintaining good supporter care of those who have pledged to leave a gift in their will and the development and implementation of a strategy to promote gifts in wills.
- Keep up to date with current regulations, best practice and trends in fundraising, sharing any relevant

information with SLT, fundraising team and wider CUF staff.

## **Crossover between Fundraising and Communications:**

- Ensuring there is a good flow of information about CUF's work and mission between communications and fundraising teams to ensure that supporters have a deeper engagement with CUF's work.
- Involvement in, and attendance at, CUF's events to ensure that the cause and mission of CUF are presented to the best possible effect. The HoF&C will take the lead on fundraising and supporter cultivation events.
- Engagement with the church engagement and resourcing work across CUF to ensure synergy between this and fundraising / communications.
- Leading on CUF's annual impact report.

## **Internal communications:**

- Devise and embed strategies for internal communications within CUF that focus on staff and trustees: with the intention of keeping staff and trustees up to date with current news but also to deepen their emotional commitment to CUF's work, vision and values.

## **External Communications:**

- Ensure effective and successful communication plans are in place for all aspects of the organisation's work, programmes, projects and services.
- Oversee the development of a robust external communications strategy that makes the most of all proactive and reactive opportunities, supporting CUF's strategic aim to raise our profile among key audiences.
- Act as a 'brand guardian' for CUF overall branding, ensuring consistency across all internal and external communications.
- Take overall responsibility for strategic leadership and management of CUF's digital channels, including websites, social media channels, email marketing, identifying opportunities to increase and improve our digital presence and make an impact with these channels.
- Develop CUF's reach with media outlets (both church and secular), journalists, and newspapers to promote CUF's work. Also, to position ourselves as a 'go to' voice for issues around social action and faith communities.
- Develop skills and confidence within CUF on issues of PR and producing press releases.
- Reporting on performance on communications to SLT, based on the objectives set out in the Communications Strategy, and analysing CUF's communications against other faith-based social action organisations.
- Work productively with internal stakeholders and partners to present CUF's work using compelling content and develop digital and print assets where necessary.
- With the Communications Manager, develop robust policies and procedures for communications including the good use of social media and dealing with complaints / difficult situations.

## People, project, systems and financial management:

- Develop and manage the budget for the Fundraising and Communications Department, with regular meetings with our Management Accountant and reporting to Deputy CEO.
- Provide supervision and line management support to the Fundraising and Communications Team to include setting and measurement of performance against objectives, and staff development.

## Essential skills, experience and characteristics

**The person appointed would be expected to demonstrate the following essential skills and characteristics and some of the desirable qualities:**

- Commitment to the ethos/values of CUF
- Proven experience in soliciting major gifts and grants.
- Proven experience of working in fundraising and communications.
- Demonstrable experience of building strong relationships with customers, suppliers, clients or supporters to achieve strategic goals.
- Strong project management skills and the ability to manage a diverse project portfolio effectively.
- Strong people skills with a focus on collaboration.
- Ability to identify strategic priorities that align with CUF's vision, mission and purpose.
- Excellent written and verbal communication skills, including the ability to speak and write persuasively on social issues.
- Experience of meeting income targets.
- Ability to identify, engage and influence stakeholders and audiences, including individuals and organisations.
- Proven track record of using digital and traditional communications tools to achieve organisational objectives.
- Awareness, understanding and experience of the voluntary and faith sector.
- Excellent relational skills (including with people from diverse backgrounds) and an ability to work collaboratively with others.
- Able to embrace change, innovating, adapting and responding to challenges and opportunities.
- Highly IT literate, including Microsoft Office and databases (we use Salesforce).
- Ability to manage departmental budgets and contracts.
- Line management experience.
- Brand management and implementation of brand guidelines.
- Strategic thinker.





This job description is a statement of requirements at the time of writing, and it should not be seen as precluding future changes after appointment to this role.

## How to apply

For an informal conversation about this role and for more information, please contact our Deputy CEO, The Rev'd Adam Edwards [adam.edwards@cuf.org.uk](mailto:adam.edwards@cuf.org.uk)

To apply, please send/email an up-to-date CV and covering letter outlining your relevant skills and experience, relating to the listed responsibilities and person specification to:

HR Manager, Church Urban Fund, The Foundry, 17 Oval Way, Vauxhall, London, SE11 5RR  
Email: [hr@cuf.org.uk](mailto:hr@cuf.org.uk)

Closing date: Midday Monday 15<sup>th</sup> April, with interviews Tuesday 30<sup>th</sup> April (in London)

*Church Urban Fund is an equal opportunity employer and values diversity.*

**We believe in the power of relationships and community to change lives.**