

Premier.

Fundraising Acquisitions Lead





JOB TITLE	Fundraising Acquisition Lead
DEPARTMENT	Fundraising
LOCATION	Home/London
HOURS OF WORK	21 hours per week with Wednesday as a working day
CONTRACT	Permanent
SALARY	£30,000 pa - £40,000 pa (FTE) depending on skills and experience, pro rata £18,000 pa - £24,000 pa
REPORTING TO	Head of Fundraising

Premier is on a mission to help people encounter God through media, and we are looking for a Fundraising Acquisition Lead to work with our incredible team.

What you'll be doing

Premier, Europe's largest Christian Media organisation, is seeking a Fundraising Acquisition Lead to join us at a pivotal moment in our history. As the Fundraising Acquisition Lead, you will be at the forefront of attracting new donors to support our mission of helping people encounter God through media. Your expertise in strategic donor acquisition and innovative communication will be key to expanding Premier's reach and impact, ensuring we continue to deliver content that inspires faith and engagement across our diverse media platforms.

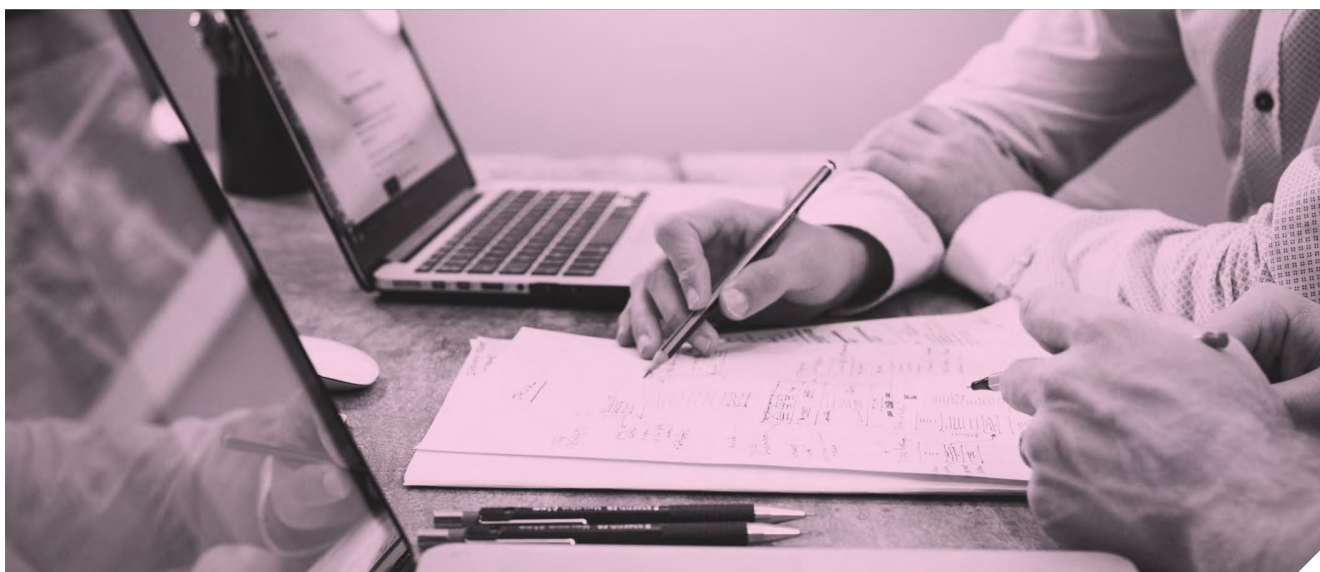
About the Role:

As our Fundraising Acquisition Lead, you'll be the driving force behind expanding our donor community, dedicated to introducing new supporters to our mission. This role is ideal for someone who harnesses the power of strategic communication to inspire action and who is passionate about engaging new audiences. Your efforts will directly contribute to Premier's mission of helping people encounter God through media, ensuring we can continue to deliver content that nurtures faith and fosters deep engagement across our platforms.

Who We're Looking For? You will have:

- At least 3-5 years in a role focused on fundraising or donor acquisition within a charity or similar organization.
- Demonstrated success in developing and executing innovative subscriber acquisition strategies and communication journeys.
- Experience in mapping out detailed acquisition funnels and automations, with a clear vision for execution aligned with strategic goals.
- Strong analytical abilities are second nature to you, enabling you to interpret data, derive insights, and make informed decisions to optimize acquisition efforts.
- Work closely with the Radio Fundraising Manager and other departments to enhance on-air and digital subscriber acquisition efforts.
- Show familiarity with digital marketing platforms and CRM systems, using technology to streamline processes and personalize donor experiences.
- Display a collaborative spirit that enhances team efforts, alongside the capability to lead projects

Ready to make a lasting impact? Apply now!



Job Description / Person Specification

Mission of Premier Christian Communications

Premier exists to help people encounter God through media.

Purpose of role

As the Fundraising Acquisition Lead at Premier, your role focuses on attracting new donors to support our mission of helping people encounter God through media. Through strategic donor acquisition and innovative communication, you'll directly contribute to expanding Premier's reach and impact, ensuring we continue to deliver content that inspires faith and engagement across our media platforms.

Tasks and duties

- Contribute to Premier's new donor strategy and takes responsibility for its execution.
- Create communication journeys from the point of data collection to first gift for multiple sets of data where the data collected includes any combination of name, phone, email and postal addresses.
- Map all acquisition journeys and automations for clarity and liaise with the appropriate stakeholders to ensure journeys are executed as planned.
- Assign goals and targets for stages of the acquisition journey, reviewing the performance against these targets.
- Consider the cost and performance of acquisition journeys and ensure there is an appropriate return for the investment made.
- Advise those working on data collection which data sources are the most successful source of new donors and the best sources based on donor's lifetime value.
- Draft, edit or commission compelling messaging that brings people closer to the heart of Premier on their journey towards investing in Premier's ministry.
- Review the use of fundraising techniques to inspire new donors such as incentives, matched giving, suggested gift amounts, etc. to identify the best approaches.
- Optimise the acquisition journey through a robust process of trials and testing.
- Analyse all journeys against goals and objectives and provide reports to stakeholders.
- Responsible for donor acquisition metrics such as overall new donors per month, time to conversion from data collection, number of touch points to conversion etc.
- Liaise with the Radio Fundraising Manager to support on-air donor acquisition campaigns.
- This job description is not exhaustive. It acts as a guide and may be amended to meet the changing requirements at any time after discussion with the post holder.

Qualifications and experience

- Bachelor's degree in Fundraising, Marketing, Communications, Business Administration, or a related field.
- Minimum 3-5 years of experience in fundraising, donor acquisition within a charity.
- Proven track record of developing and executing successful donor acquisition strategies and communication journeys.
- Experience in mapping out acquisition funnels and automations, ensuring clarity and execution in line with planned strategies.
- Experienced in writing compelling copy and fundraising messaging that connects with donors.
- Experience with multi-channel communications and a range of fundraising techniques
- Solid understanding of donor acquisition metrics and the ability to analyse these against organizational goals.

Personal qualities/ key attributes/ skills

- Excellent communication skills, both written and verbal, with the ability to articulate Premier's mission compellingly to potential donors.
- Strong analytical skills, capable of analysing performance data to inform strategy adjustments.
- Ability to manage multiple projects simultaneously, maintaining focus on strategic objectives within tight deadlines.
- Ability to work collaboratively across departments.
- Proven administration, multi-tasking, prioritising and organisational skills.
- Able to work under pressure & good timekeeping.
- Passion for Premier's mission to help people encounter God through media, with a personal commitment to Christian mission.
- A personal understanding and experience of the Christian faith to provide deep insights into the audience's values, needs, and preferences. This understanding will enhance the effectiveness of communication strategies and donor acquisition efforts.
- Excellent interpersonal skills, a can-do approach and enthusiastic attitude.
- Flexibility to respond to changing circumstances and the ability to innovate in response to challenges.
- The post-holder will work in a Christian environment and will deal with Christian organisations and Ministries for most of the time, therefore it will be necessary for the post-holder to have a Christian faith.

Other requirements

- Available to travel to Premier's London office as and when required



Our Strategy and Values

Premier exists to help people encounter God through media.

Premier's Strategic Priorities

Throughout its history, Premier has consistently been at the forefront of innovation, breaking new ground despite challenges and opposition. In today's fiercely competitive market and challenging cultural landscape, technology provides us with new avenues to reach and serve spiritually hungry people globally.

Despite constraints such as our temporary office space with limited studios, Premier's dedicated team, strong market position, solid reputation, and innovation form a robust foundation for future growth. This strategic direction sets the overall course and objectives for our organisation.

It is crucial for each Premier team member to understand how their role contributes to our strategic direction on a day-to-day basis. We want our employees to see the bigger vision and know why their contributions matter.

Our Strategy and Values

Premier's Culture

The way we behave towards others and our work impacts whether or not we are effective. Ultimately, our culture is shaped by our Christian ethos. Our history as a media organization has also shaped us in a uniquely dynamic way. When we use our values to make decisions, we make a deliberate choice to focus on what is important to us.

When our culture is embodied in our actions, it creates the environment for successful performance, sets the tone for other employees and helps to provide the best experience to those we serve.

Premier people are

Honest

We tell the truth, admit mistakes and share credit

Loving

We serve, look after, forgive and encourage one another

Excellent

We create top quality work and strive to get things right

Creative

We find innovative ways to achieve our mission and solve problems

Dynamic

We adapt quickly to changing circumstances