

Fundraising and Engagement Lead - Regular Giving

Context

The Fundraising Department exists to grow and deepen productive relationships with our amazing supporters. We are driven to raise the money and partnerships needed to deliver CAP's vision to see transformed lives, thriving churches and an end to UK poverty. The Supporter Development team is made up of the Fundraising and Engagement Leads and Officer, and is led by the Supporter Development Manager. The team works alongside our Supporter Care and Connection teams, and Communications Department to deliver a fantastic and rewarding supporter experience. The team's scope includes regular giving income, appeals, legacies, fundraising events, festivals, sponsored events, supporter campaigning and supporter experience. We have incredible and committed supporters including over 28,000 Life Changers, who give to us on a monthly basis.

Purpose

The Fundraising & Engagement Leads plan and deliver a portfolio of programmes and projects aimed at growing income and deepening relationships with our supporters. The Fundraising and Engagement Leads has strategic ownership for key areas of fundraising. They work with the Supporter Development Manager to set strategic direction for that area, creating annual plans that will deliver our objectives and key results, and monitoring and evaluating results. They work cross organisationally, creating strategies and projects that align with CAP's vision and integrated messaging. They manage projects from briefing and ideation, creation and delivery, to monitoring and evaluation, maintaining productive and professional cross-organisational working relationships. They contribute to the team's annual planning cycle and engage critically and collaboratively with each other to strengthen and align every area of our work.

Although there is flexibility within the work plan of the team, this role will be focused on giving excellent supporter care to our 28,000 regular givers, and finding creative ways to inspire and engage new supporters to do so.

Passion

Our supporters are more than donors, they are a crucial part of the work we do. We are passionate about ensuring our supporters feel connected, engaged, inspired and

committed to tackling poverty in the UK through CAP. We want to give our supporters the best experience of Christians Against Poverty.

Personality

Reports to Supporter Development Manager

We are highly driven, passionate, strategic, fun, collaborative, adaptable, visionary and professional.

Role

Accountabilities:

- Collaborate with the Supporter Development Team to deliver on our core goals, and contribute expertise to sharpen all areas of our work.
- Lead on regular giving for our department by developing strategy and ensuring effective delivery within allocated budget.
- Project manage creative and innovative campaigns that inspire new and existing audiences to give monthly to CAP.
- Collaborate with the team to deliver excellent supporter care for our 28,000 Life changers by leading on our supporter magazine and monthly giving direct mails.
- Work effectively across teams and departments to ensure strategic alignment and effective campaigns that run efficiently, to schedule and on budget.
- Collaborate with Supporter Retention Lead and other fundraising teams to design and develop supporter journeys that deepen existing relationships.
- Review and analyse campaigns, using insights to implement learning and make recommendations for future strategy.
- Develop relationships and negotiate contracts with external partners and agencies to help us deliver our fundraising plans.
- Responsible for developing understanding of our supporters and target audience.
- Contribute to team strategic thinking and creation of annual plans and targets.
- Responsible for keeping up to date with current trends in fundraising and using that learning and insight to planning and projects.
- Collaborate with the team to make sure every piece of content provides an incredible supporter experience.

- Be prepared to support internal teams working on key campaigns, out of hours when necessary. For example joining the Supporter Connection Team to do some outbound calling to drive event attendance.
- On rare occasions you may be required to attend supporter events on behalf of CAP.

Strategic Lead Accountabilities:

These are the accountabilities that CAP expects from someone taking up a strategic role:

- **Strategy development.** Uses their expertise to develop strategy for their whole department or a number of departments, usually in collaboration with a Director or Head.
- **Strategy enablement.** Uses their expertise to implement organisation-wide strategies that deliver on our strategic aims (e.g. project management, data protection, recruitment).
- **Influence.** Demonstrates people management or leadership skill in a matrixed organisation.
- **Organisational awareness.** Understands the wider organisation and how their work connects with other things happening around CAP.
- **Self-leadership.** Able to work with individual accountability and autonomy over deadlines, as is the case with most strategic lead work.

Measurable Outputs:

- Achieve annual core team goals with contributions from every member
- Achieve personal annual fundraising targets for each campaign or project
- Deliver campaigns on time and to brief, including review and analysis.
- Contribute to the strategic planning for the Supporter Development team and deliver areas of the action plan you are responsible for.

Culture:

- Clearly live out and embrace the cultural values of CAP.
- Clearly demonstrate a heart and passion for the charity.
- Sincere acceptance, understanding and practice of the Christian ethos and purpose of the charity.

Other responsibilities include:

Being willing to pray with staff and fully engaged with our Christ-centred culture.

- Encouraging friends, family and other contacts to support the charity through the Life Changer program, and other fundraising initiatives.
- Attendance at CAP staff conferences.
- Completing all compulsory CAP training within given timescales.
- This role falls within the scope of the FCA's conduct rules, and you will be provided with training as to how these apply to the role. It is your responsibility to ensure that you follow these conduct rules.

The above job profile is a guide to the work you may be required to undertake but does not form part of your contract of employment. It may change from time to time to reflect changing circumstances.

Person

Education:

Essential:

- HND level or equivalent in work experience

Desirable:

- Certificate in Fundraising or equivalent in a relevant discipline (marketing, communications, project management).

Experience:

Essential:

- Experience of project management, and managing multiple projects at one time.
- Experience of having to meet deadlines or targets.
- Experience of leading and inspiring teams to deliver projects.
- 2 years experience of fundraising, marketing or another transferable discipline.

Desirable:

- Experience in regular giving fundraising and supporter care.

- Experience of managing fundraising or marketing campaigns.
- Experience of managing budgets for projects and campaigns.
- Creating and implementing strategic plans.

Skills/ Abilities:

- Highly organised and able to manage competing priorities.
- Consistently meet deadlines.
- Able to drive and manage campaigns and projects to deliver results.
- Able to analyse data in order to draw out marketing and supporter engagement insights for project evaluation.
- A confident and passionate verbal and written communicator who can inspire others.
- Inquisitive, creative and innovative.
- A strategic thinker.
- A great level of organisational awareness.
- A high level of emotional intelligence.
- Able to hold a good balance between detail and the 'big picture'.
- Mature approach to senior level teamwork.
- Excellent at building strong and collaborative working relationships both internally and with external partners.
- Able to negotiate well with external partners
- Able to make well informed decisions.
- Highly responsible.

Christian Commitment:

- The candidate must be able to give both verbal assent to and practical demonstration of Christians Against Poverty's Statement of Faith and Core Values.
- Must be able to actively participate in prayer and worship, whether individual, small group or corporately, as an expression of their own personal faith and in line with CAP's Statement of Faith.

All adults working in or on behalf of CAP have a responsibility to safeguard and promote the welfare of children and adults. This includes:

- A responsibility to ensure a safe environment in which CAP services can be delivered.
- Identifying children and adults where there may be safeguarding concerns.

- Following the *CAP Safeguarding policy* in addressing any concerns appropriately.



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