

JOB DESCRIPTION

Job Title:	Fundraising Stewardship Manager
Responsible to:	Senior Fundraising Manager
Salary:	£38,000 - £42,000 depending on experience
Hours of work:	Full time 5 days per week (35 hours per week) with a minimum of 2 days per week in the London office. Occasional work outside normal working hours with time off in lieu.

Background:

USPG is the Anglican mission agency that partners churches and communities worldwide in God's mission to enliven faith, strengthen relationships, unlock potential and champion justice.

You can find out more about our work by visiting www.uspg.org.uk

Communications, Engagement & Fundraising Team

Reporting to the Senior Fundraising Manager, the Fundraising Stewardship Manager role sits within the Communications, Engagement and Fundraising (CEF) Team. The team serves the needs of the organisation by engaging a range of key audiences through various media channels, volunteer engagement, events and fundraising.

Job Purpose:

We are looking for an experienced, passionate, and highly personable fundraising professional to join our team, to help us identify and cultivate relationships with key individuals and organisations. This is a really exciting opportunity to develop and deliver a new mid-level donor programme as well as working with our Global Missions Team on developing the case for support and impact reporting.

The post holder will be expected to work in close collaboration with others across the organisation and will enjoy working in an innovative creative environment.

Strategic responsibilities:

- Developing plans that feed into the USPG fundraising strategy to increase engagement from mid-level donors, trusts and legacy pledgers.
- Implement a comprehensive stewardship program designed to engage mid-level donors, ensuring donors are acknowledged, recognised and informed about the impact of their donation
- To manage income and expenditure budgets, ensuring all activity meets income targets and expenditure remains on budget
- To manage legacy marketing, stewardship and administration of gifts in wills
- To research and submit applications to trusts, foundations and dioceses
- To work alongside the Global Mission team and Communications team to develop the case for support and produce tailored impact reports
- Hosting meetings, presentations and events to network with donors and cultivate new relationships

Operational responsibilities:

<p>30% Strategic planning</p>
<ul style="list-style-type: none"> • Develop and execute a mid-level donor, trusts and legacy fundraising plan setting out key priorities across each area, including new areas to pilot and income generation targets in line with USPG’s strategy and budget. • Measure the success of initiatives using a data driven approach and proactively research prospects, applying funding trends and industry best practice. • Ensure legal and financial compliance of fundraising activity, including data protection, fundraising regulations, charity regulations and financial policies.
<p>30% Fundraising delivery</p>
<ul style="list-style-type: none"> • Build great relationships with our supporters and delivery fantastic service. • Developing and managing a portfolio of mid-level donors and legacy pledgers. • Develop and lead delivery of a programme of relevant cultivation and networking events, including receptions and lunches. • Managing the legacy marketing and legacy administration for the organisation. • Research and complete applications to trusts, foundations and dioceses. • Act as a public-facing ambassador at events, representing the organisation and its values, engaging with attendees, and enhancing our public image and relationships. • Implement necessary systems and processes to promote the growth of mid-level and legacy giving.
<p>30% Stewardship</p>
<ul style="list-style-type: none"> • Design and implement giving and stewardship plans for existing and prospective mid-level donors, including annual and regular gifts, significant gifts, and planned gifts, using insights to plan appropriate communications. • Develop stewardship for legacy pledgers, trusts and foundations. • Provide engaging reports on activity and income. • Produce clear and compelling content, project information, briefs and other supporting materials. • Creating engaging opportunities for donors to increase their giving to a higher level.
<p>10% CRM and data</p>
<ul style="list-style-type: none"> • Update and maintain our supporter database, ensuring all information relating to funders and prospects is accurate, up-to-date and adheres to guidelines. • To keep up to date with legislation, policy and good practice, especially GDPR with regard to fundraising and to ensure adherence to this. • To pull data lists from Raisers Edge for fundraising stewardship.

Other:

- To undertake other duties as agreed with the line manager, particularly those arising from the implementation of the fundraising strategy.

Person Specification

This form shows which criteria are essential and which are desirable for the job. They have been ticked as appropriate.

E = essential criteria. The job cannot be done without them.

D = desirable criteria can help the job to be done more effectively.

Knowledge, Skills and Experience

Experience

	E	D
Experience of managing and developing a mid-level donor portfolio achieving income targets	•	
Experience of writing funding applications and marketing materials	•	
Experience of recruiting and retaining supporters	•	
Experience of designing and delivering stewardship programmes	•	
Experience of designing and delivering cultivation events		•
Experience of working strategically and collaboratively with colleagues to improve and strengthen donor experience	•	

Knowledge and Skills

Excellent stakeholder and relationship management skills	•	
Strong interpersonal skills with the ability to motivate and inspire others to give	•	
Effective public speaker and communicator who can successfully present proposals and adapt their style to different audiences	•	
Strong writing skills with the ability to compose compelling grant applications	•	
An understanding of GDPR and other regulations and policies	•	

Proficiency with donor databases eg Raiser's Edge	•	
Ability to work closely with trustees, leadership, senior volunteers and warm donors to unlock connections and leverage new or uplifted support	•	

Personal Qualities

Proactive with the ability to build and manage relationship portfolio	•	
The ability to work collaboratively across the organisation	•	
Flexible and able to work well under pressure and to deadlines	•	
An understanding of the Anglican Church and Communion		•
To be in sympathy with the Christian ethos of USPG	•	