

Job Description

About Premier

Premier is the UK's Christian Media Mission Agency. We exist to help people encounter God through media and experience renewal.

Ultimately, we believe encountering God transforms us into the image of Christ, which is the destiny of all believers. We want to catalyse renewal in the nation through renewal in the Church, by the renewal of individuals transformed into the likeness of Christ.

Premier's Approach

We aim to lead people to an encounter with God through thoughtful content, accessible distribution, and effective communication strategies. Our content is rooted in Biblical truth and serves Christians from all backgrounds, addressing real-life issues head-on. We ensure quality delivery by using the best technology and the most convenient platforms, supported by impactful campaigns and strong brands designed to engage our audience.

Our decision-making process begins with listening - to the Holy Spirit, our audience, and each other - and is guided by wisdom, strategy, data, and God's word. We focus on what bears fruit, pruning what does not, and rely on a talented team of employees, advisers, and partners working together.

Through a dual transformation approach, we strive to both maximise and enhance our current work, while actively exploring new ways to innovate for the future.

Premier's Culture

Ultimately, our culture is shaped by our Christian ethos and our role as a media organisation. 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 success, sets the tone for our organisation 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



Job Title:	Key Relationships Manager
Department, Team:	Fundraising
Location:	Hybrid - London office and Home
Contract type:	Permanent
Working hours:	Full-time Standard hours: 9.15am - 5.15pm
Reporting to:	Head of Key Relationships

Purpose of the role

This role is aimed at fostering and managing meaningful relationships with both existing and new supporters and stakeholders. It is crucial for income generation, with an annual individual target of six figures, and ensures substantial financial support for Premier.

The role encompasses the development, management, and implementation of innovative strategies to identify, cultivate, and steward a diverse portfolio of Major Donors, including securing new business and ongoing support from leading individuals in the corporate sector within the City.

The role plays an integral part of Premier's on-going fundraising programme as well as raising funds for specialised campaigns.

Scope of the role

1. Major Gift Fundraising and Donor Relationships
2. Prospect Research and Pipeline development
3. Representing Premier and Events
4. Planning, Reporting and Responsible Fundraising

Duties and Responsibilities

1. Major Gift Fundraising and Donor Relationships

- Manage a portfolio of donors and prospects to secure major gifts and multi-year pledges and achieve the agreed annual personal target. Grow support from existing major donors and secure new major donors, bringing them into a closer relationship with Premier.
- Responsibility for the full donor journey, from research and cultivation through to asks and stewardship, personally or alongside senior colleagues and Board members.
- Involve the appropriate senior colleagues, Board members and volunteer ambassadors in donor meetings.
- Create tailored proposals that connect donors' giving aspirations with Premier's mission.

2. Prospect Research and Pipeline development

- Establish a pipeline of opportunities - source new high-value financial support through research, engagement, networking and knowledge of the UK philanthropic environment.
- Conduct ongoing research to qualify existing contacts and maximise the potential of Premier's database.

3. Representing Premier and Events

- Be an engaging, empathetic and effective ambassador for Premier.
- Participate in cultivation events and, where appropriate, help organise and manage them, including online gatherings, networking events, small dinners and Premier events.

4. Planning, Reporting and Responsible Fundraising

- Maintain accurate records of interactions with donors and volunteer leaders, keeping tracking systems and the database up to date.
- Provide monthly activity and income reports to the Head of Key Relationships against phased targets.
- Maintain an organised diary of cultivation meetings, follow-up calls, cards and invitations.
- Support colleagues by sharing learning, developing ideas and contributing to meetings.
- Follow the Fundraising Regulator's Code of Fundraising Practice and demonstrate a genuine duty of care towards Premier's supporters.

Note: 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 postholder.

Person Specification

Qualifications and experience

Essential:	Desirable:
Degree educated, or able to demonstrate equivalent knowledge and capability gained through professional experience.	-
Proven success in roles where achieving targets is central to performance.	Experience of achieving major donor fundraising targets.
Proven success in building and nurturing professional relationships, including establishing relationships with new contacts. Relevant experience may come from fundraising, account management, sales or comparable roles.	Experience of managing relationships with major donors or high-value clients.
Experience of dealing professionally with senior or influential individuals.	Experience of engaging with CEOs, City directors or partners, senior church leaders, politicians or similar senior stakeholders.
Understanding of the major donor journey, from initial engagement and cultivation through to asking for support and stewardship.	Direct experience of managing major donor relationships and securing significant gifts, including six- or seven-figure commitments.
-	Knowledge of, or experience using, CRM databases to maintain relationship records and track activity.

Skills and abilities

Essential:	Desirable:
Communication and Representation: Excellent verbal, written and communication and presentation skills. Able to articulate Premier's mission clearly and compellingly, adapting appropriately to different audiences, including senior stakeholders. Able to present professionally and appropriately for donor meetings, events and other settings when representing Premier	-
Relationship-building and emotional intelligence Able to establish trust and nurture relationships with empathy, tact and discretion. Demonstrates strong listening skills and sound judgement about when to speak, ask questions or listen. Socially confident without being overbearing.	-
Skilled, proactive and resourceful in identifying prospective supporters, initiating contact and building relationships from scratch.	-
Comfortable asking individuals directly for significant financial support, potentially up to seven figures, once relationships are appropriately developed. Has, or is	-

willing to learn, the skills needed for successful high-value fundraising.	
• Excellent analytical and critical thinking skills, with the ability to assess information, identify opportunities and make sound judgements.	-
• Exceptional organisational and administrative skills. Diligent and willing to work in a structured way, managing multiple tasks and priorities concurrently while maintaining accurate records and timely follow-up.	-
• Ambitious, proactive, self-motivated and results-driven, with a strong sense of ownership and personal responsibility for achieving targets.	-
• Able to pursue individual objectives while maintaining a strong commitment to teamwork and contributing to shared goals.	-
• Well-developed IT skills and confidence using relevant software packages and digital communication tools; able and willing to learn new systems.	-

Other requirements

Christian faith:

- The role holder will have a vibrant, personal Christian faith that can be articulated clearly. They must demonstrate a commitment to Premier's mission to help people encounter God through media and a passion for sharing the Gospel in line with Premier's vision and mission.
- The post-holder will work in a Christian context and will deal with Christian organisations and ministries for most of the time. They will therefore need a good understanding of the Christian community to enhance their effectiveness in the role.
- Premier staff are required to regularly attend all-staff meetings and devotions where we share what God is doing through Premier and spend time praying for our work.

Office attendance and travel:

- Willing, able and enthusiastic to undertake additional travel as required by the role.
- Able to work occasional evenings and weekends.
- Premier's Hybrid working approach allows staff on 'hybrid' contracts, by agreement with their line manager, to split their working time between their home and Premier's offices. The amount of time working in each location will be based on the requirements of the role. This is a primarily London-based role and the role holder must live within daily commutable distance from the City of London, be able to attend meetings and donor visits in London at least two days per week and attendance Premier's London office as required.
- There are a number of occasions each year when all staff are required to meet in person e.g. Summer and Christmas gatherings.

Make a **Premier**
lasting Impact

