

## Philanthropy Manager

### JOB DESCRIPTION

<b>Job title</b>	Philanthropy Manager
<b>Location</b>	Swindon, and its local sites. Off-site working or international/national travel may be required from time-to-time.
<b>Department</b>	Outreach
<b>Contract type</b>	Permanent - Office-based role in Swindon, Wiltshire
<b>Reports to</b>	International Chief Outreach Officer
<b>Application deadline</b>	Please refer to posting website
<b>Vacancy reference</b>	PM01
<b>Additional information</b>	This post is subject to a probationary period of 6 months

Barnabas International is a large family of Christian ministries and charities focused on giving practical support to suffering, abandoned and persecuted Christians around the world. The ministry was founded in 1993, and since then, it has funded projects in more than 100 countries, providing hope and help to millions of our brothers and sisters in Christ. Some of our key projects include supplying food aid, medical supplies, educational and vocational training, Bibles, micro-enterprise, disaster relief, help for victims of violence, and support for pastors and church leaders. Barnabas Aid also provides advocacy for religious freedom, especially for persecuted and suffering Christians.

Barnabas is primarily a Christian ministry and a charity. Employees are expected to subscribe to the Vision, Mission, Value and Statement of Faith, and their work may be viewed as being vocational.

There is an occupational requirement for applicants to be practising Christians, who are engaged in their local church, in order to be able to carry out our roles.

### Overview of the Philanthropy Manager role and the team

Barnabas Aid is seeking a proactive and experienced Philanthropy Manager to join our International Outreach team. This new role is integral to ensuring the growth and sustainability of our work through regular or one time organisational and personal donations. The Philanthropy Manager will develop and implement a comprehensive strategy in support of this, targeting potential supporters who wish to leave a lasting impact through Barnabas' work. The role will involve cultivating relationships with current and prospective organisational and private UK based and international supporters, overseeing communications and marketing strategies, and ensuring that Barnabas Aid's fund raising programme is promoted effectively across all channels.

As part of a dynamic fundraising team, the Philanthropy Manager will work closely with the Head of Campaigns, the Living Streams Officer, and the Head of Communications. The role

will also involve engagement with donors, ensuring that Barnabas Aid is at the forefront of supporters' minds when it comes to making donations or leaving a legacy for future generations of Christians in need.

### **Main duties and responsibilities**

- **Fund Raising Strategy:**
  - Develop and implement a comprehensive donation, legacy marketing and stewardship strategy, with the aim of increasing the number of organisational, regular and one-off individual donations in addition to legacy gifts to Barnabas Aid.
  - Adherence to the Code of Fundraising Practice within this strategy.
- **Fund Raising Marketing:**
  - Create and execute marketing campaigns that inspire organisations and supporters to consider making one off or regular donations to Barnabas Aid. This will include writing promotional materials, organising events, and developing digital campaigns to raise awareness of the variety of ways of making donations and legacy giving.
- **Donor Stewardship:**
  - Cultivate relationships with existing and prospective donors, ensuring they feel valued and appreciated.
  - Provide regular updates and tailored communications to supporters to ensure long-term engagement and support.
- **Engagement & Retention:**
  - Work to retain donors by developing a robust stewardship programme that encourages ongoing involvement and loyalty.
- **Collaboration:**
  - Work closely with the Head of Campaigns and the communications team to ensure that the fund raising programme is integrated into wider campaigns and communications strategies.
- **Reporting & Tracking:**
  - Maintain accurate records of gifts and supporters, ensuring compliance with all relevant laws and regulations eg The Fundraising Regulator's Code of Practice, charity law etc.
  - Report on campaign outcomes, analysing data to identify trends and optimise future strategies.
- **Promote Donor Giving:**
  - Represent Barnabas Aid at events, meetings, and speaking opportunities to promote the many different ways to donate and build awareness within all supporter communities.
- **Target Achievement:**
  - Set and achieve specific targets for the acquisition of new gifts and be a key player in meeting the overall goals for Barnabas Aid.

- **Collaboration with Regional Offices:**
  - Work with the National Directors of our Regional Offices worldwide to promote donor giving in different geographical areas and ensure strategies are relevant to regional contexts.
- **Training & Development:**
  - Provide training and resources to staff and volunteers to ensure the fund raising message is communicated consistently across the organisation.

#### Other duties

The above is not an exhaustive list of duties. From time to time, the employee may be asked or required to carry out other additional tasks, or duties, over and above their usual day to day activities. Employees are expected to work collaboratively to support the overall work of Barnabas Aid.

### **Knowledge , Skills and Experience**

#### Essential

- **Fundraising Expertise:**
  - Proven experience in developing and implementing successful fundraising strategies, ideally within a (faith-based)charity or not-for-profit environment.
- **Campaign Management:**
  - Strong background in developing, planning, executing, and measuring marketing campaigns across multiple platforms, including print, digital, and face-to-face engagement.
  - Demonstrable success in increasing donations
  - Experience in major donor relations, or planned and unplanned giving campaigns.
- **Relationship Building:**
  - Excellent interpersonal skills with experience in building long-term relationships with high-value and individual donors, including legacy supporters.
- **Data Management:**
  - Strong organisational and data management skills, with experience using CRM systems to track supporters, donors and gifts.
- **Strategic Thinking:**
  - Ability to think strategically, develop long-term plans for on going income, and adjust tactics as needed to meet targets.

- **Communications Skills:**
  - Exceptional written and verbal communication skills, including the ability to write compelling appeals and impact stories.
  - Sound judgement and problem-solving skills
- **Knowledge of Legal and Regulatory Issues:**
  - Understanding of the legal and regulatory requirements related to all donations including legacy giving – working with wills, estates and legal professionals, whilst ensuring compliance at all stages of the process.
- **Christian Faith:**
  - A personal commitment to the Christian faith is essential, as this is an occupational requirement.

#### Desirable

- A degree in a relevant field (such as Marketing, Fundraising, or Communications) or equivalent experience.

#### **Person specification**

- Personal resilience and adaptability
- Discretion and sensitivity with understanding of issues of confidentiality
- A flexible approach to work, with a cooperative and collaborative attitude, ensuring excellent standards of service are maintained at all times

From time to time, additional training, including safeguarding training, may be required. The offer of employment will be subject to the appropriate pre-employment checks such as references, qualifications, DBS criminal records, and eligibility to work in the UK.

Barnabas Aid provides our staff with a welcoming and inclusive workplace that enables everyone to develop and to do their best work collectively and individually. Join us and you will find a friendly and vibrant workplace with a positive outlook on the future.

#### **Other Information**

This role requires the post-holder to be based in the Swindon office full-time. Occasional national and international travel may be required for meetings, events, and field visits to see the charity's work first-hand.