

## Job Description

<b>Post</b>	<b>Fundraising Campaigns Manager</b>
<b>Reports to</b>	Head of Donor Care
<b>Purpose of the role</b>	You will be responsible for championing and leading 'Share the Bible' messaging and campaigns which will help raise awareness of SBS, with an emphasis in recruiting new supporters.
<b>Person specification</b>	<p>We are seeking an experienced and dynamic Fundraising Campaign Manager, who is creative and strategic, who can thrive when working on their own initiative, or as part of a team.</p> <p>You will be passionate about the transformational impact of the Bible and be motivated to use your extensive experience to amplify stories from Scotland and around the world to resonate with a Scottish Christian audience.</p> <p>As a team player with excellent interpersonal and influencing skills, you will enjoy collaborating with others, while developing and executing effective campaigns to grow support for SBS.</p> <p>Faith requirement – in order to engage with existing and new SBS audiences, this role carries a Christian faith requirement. An understanding of the different Christian communities in Scotland and playing an active part in the spiritual life of the organisation is vital to this role.</p>

### **Summary of the essential duties and responsibilities of the post**

- You will develop, and lead, new campaigns that capture both raising funds and recruitment of supporters; overseeing strategies that help meet fundraising targets.
- You will identify and target potential supporter segments, with strategies built on good data analysis.
- You will help create engaging materials, contributing to appeals, digital communications, magazine and newsletters as appropriate.

- You will build and maintain good relationships with prospective financial supporters (individuals/collectives) through various channels.
- You will help organise and manage events and activities that develop and enhance relationships with supporters.
- You will monitor and evaluate the effectiveness of campaigns, providing regular reports on progress and outcomes.
- You will collaborate and work alongside the Communications team to ensure consistency in SBS branding, message management and tone of voice.
- You will seek to stay informed about fundraising trends and best practices.
- You will help the Head of Fundraising manage budgets, seeking to ensure resources are used cost-effectively.

### **About you**

- You will have five+ years' experience working within the fundraising sector, with a proven track record in recruiting new supporters.
- You will have a strong understanding of supporter acquisition strategies.
- You will have excellent written and verbal communication skills, with the ability to communicate compelling and complex narratives sensitively and succinctly.
- You will be proficient in using fundraising and CRM software.
- You will have a good knowledge and understanding of relevant legal regulations and ethical standards in fundraising.
- You will be familiar with the Christian community in Scotland, its networks and be comfortable speaking and presenting to a variety of audiences.

### **Working Pattern**

- Hybrid model, 3 days based in head office, Edinburgh and 2 days remote.
- Full time Monday to Friday business hours.
- Flexibility to fulfil out of normal business hours or occasional weekend engagements, with time off in lieu.
- Some UK and overseas travel from time-to-time may be required, with time off in lieu.

### **Scottish Bible Society Values**

All staff commit to the following values as a staff team, and we encourage these in our volunteers:

- Mission focussed.
- Bible-centred.

Please refer to the SBS Values document for a full description.