

PILGRIMS'
FRIEND
SOCIETY

Supporter Engagement Manager

at Pilgrims' Friend Society



For more than 200 years Pilgrims' Friend Society has been helping older people to live fulfilled lives in their later years through residential care and independent living.



From the **CEO,** **Stephen Hammersley**

As people are generally living much longer than ever before, there are many new challenges and opportunities facing society. God willing, the plan for our 11 care homes and eight independent living housing schemes is that they will provide wonderful places for people to live when they need care and support. As Pilgrims' Friend Society we also want to support, enable, and equip churches' pastoral and outreach work with older people.

Pilgrims' Friend Society has been providing Christian care to older people for over 200 years, and our expertise in the issues that matter to older people is of enormous relevance and much in demand. As a result, we are planning to invest

in developing our care homes and housing schemes and are exploring ways in which we can help equip churches around our schemes in their ministries to and with older people.

We are also open to enlarging our work by acquiring or otherwise collaborating with charities who have a similar Christian calling.

We hope the information in this pack will whet your appetite, and that you will prayerfully explore whether you might have a calling to join us and help lead and deliver the work of the Society in this new phase of its development.

Stephen Hammersley



From the **Director of Marketing and Communications,** **Alexandra Davis**

As part of the Pilgrims' Friend Society Support Office, the job of the Marketing and Communications team is to inspire people to take part in our big story of providing care and support for older people. We love to share, write, and speak about all that's going on in the care homes and housing schemes and encourage others to connect with our work, whether that's through receiving our magazine, following us on social media, praying with us, or giving to us financially.

As the Supporter Engagement Manager you'll be responsible for growing our connections with

existing supporters and forging new relationships with prospective supporters so that more people can get the support and help that they need as they grow older, care for an older loved one, or minister to older people in their community

We hope you'll join us!

Alexandra Davis

About Pilgrims' Friend Society

Pilgrims' Friend Society provides residential care homes and independent living housing schemes where older people can live fulfilled lives in their later years.

Rooted in the Christian faith, we are committed to ensuring that the physical, emotional, spiritual and mental needs of each of our family members are met. Our family members are Christians or are sympathetic to the Christian faith.

We started our work in 1807, when we were known as "The Aged Pilgrims' Friend Society."

William Wilberforce was our Vice-President for nine years before his death and so we have a tremendous history.

In those days, we didn't have 'homes' or provide care. We provided pensions and grants to older Christian people to help them overcome the grinding poverty of those days.

We built our first 'home' in Camberwell, South London in 1834 and now have 15 sites throughout the United Kingdom in England and Scotland.

The majority of our work is still in residential care homes.

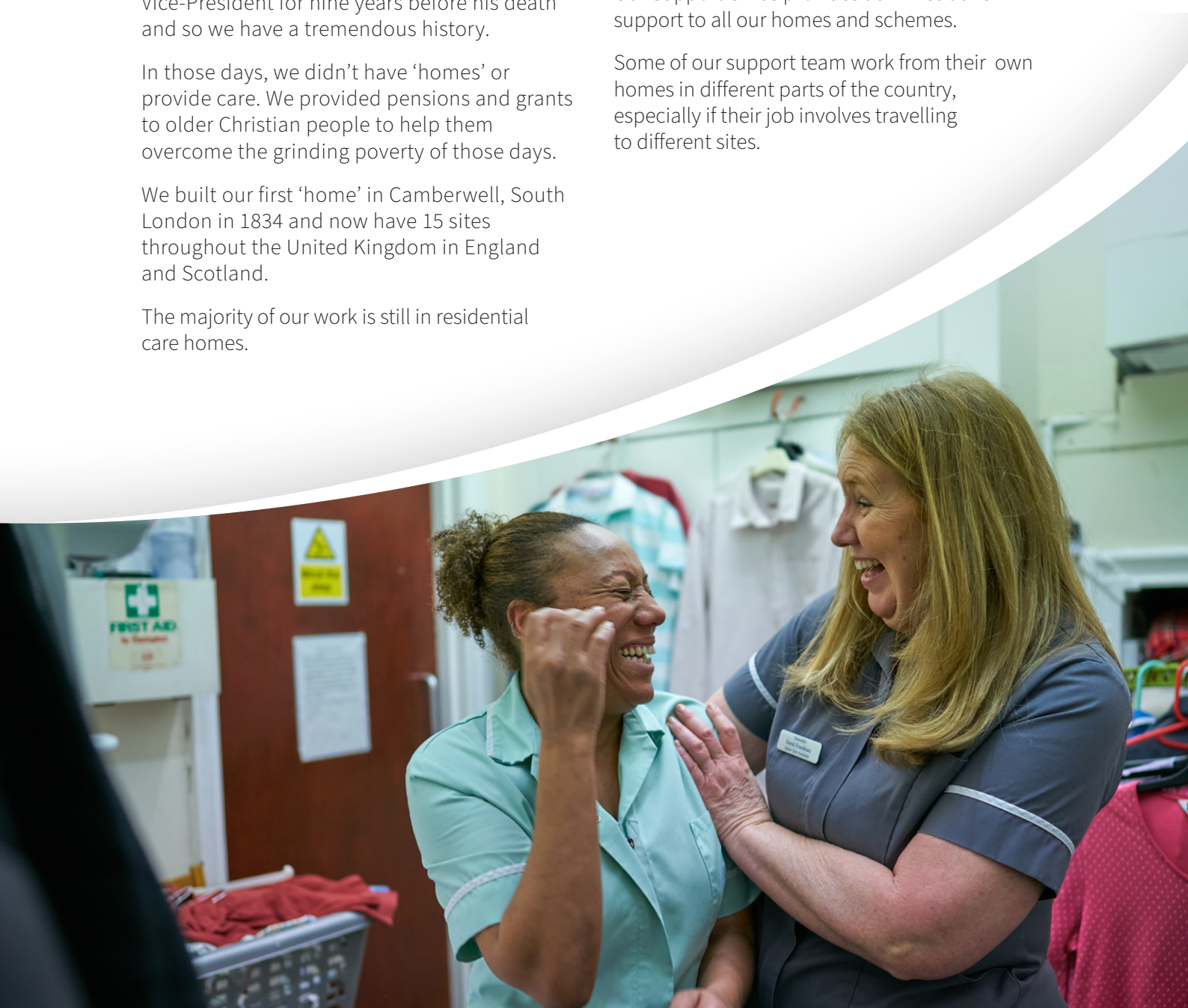
A number of these homes also have independent living accommodation on site, either in bungalows or flats.

We have four dedicated retirement living schemes and an Extra Care Housing scheme.

We also work to help equip and inspire churches that minister to older people in their communities.

Our Support Office provides administrative support to all our homes and schemes.

Some of our support team work from their own homes in different parts of the country, especially if their job involves travelling to different sites.



Our values

At the heart of what we do are our values – what we think is important about the way we face the world, the actions we take and the work that we do.

A shared set of values that we have developed together will shape the culture of the organisation as we work hard across so many different locations. Whether in a care home, a housing scheme, or elsewhere these values will help guide the way we connect with people, the way we respond to those in our care, and the way we plan for the future.

These four values – compassion, community, transparency, and excellence – will help us continue to deliver wonderful care and support for older people in the later years of their lives.



Transparency

We believe that being honest and open is crucial to good work as this allows trust to be built in our communities. The Bible is clear that truthfulness is important, and that transparency helps us to flourish and do well (Ephesians 4:25 and Proverbs 28:13).



Compassion

Compassion is at the heart of how we interact with people. Having compassion helps us treat each individual person as unique and precious, as we would want to be treated, and as the Bible says we should treat people (Ephesians 4:32 and 2 Corinthians 1:3-4).



Community

We believe that all people are made to exist in relationship and that community is central to human flourishing. Working together in community creates a space of care, trust, and celebration, as well as generosity and sharing with others. The Bible speaks of the importance of being part of a community and we are encouraged to look outside of ourselves to the needs of others and to work together taking the interests of others to heart (1 Corinthians 12:26 and Philippians 2:3-4).



Excellence

As we care for others, it's important that we strive for excellence in our work. This means that we do the very best we can, being committed to each task and the best outcomes for people. The Bible encourages us to work hard and do good with integrity (Colossians 3:23 and Titus 2:7).

About the role

The main purposes of the role

The Supporter Engagement Manager is responsible for developing and overseeing engagement with current and potential supporters in order to increase prayer, giving, and church engagement, and to support the wider team objectives to increase occupancy in our care homes and housing schemes.

Where you fit in to the team

You are responsible to the Director of Marketing and Communications and you will manage the Supporter Engagement Co-ordinator.

Duties of the Supporter Engagement Manager

- Develop and execute the supporter engagement strategy to increase the number of active supporters giving, praying and receiving communications from Pilgrims' Friend Society.
- Develop and implement an effective stewardship journey for major donors and legacy pledges that offers appropriate communications and resources to encourage and enable them to continue their support of Pilgrims' Friend Society.
- Oversee the management of the supporter database/CRM (Donorfy) ensuring that all data is managed in accordance with what supporters expect and in complete compliance with GDPR and all existing legislation.
- Analyse, evaluate, and report on supporter data to design data-driven campaigns to increase the supporter base using a variety of channels, touch points, and relationships.
- Manage the Supporter Engagement Co-ordinator with responsibilities for responding to supporter enquiries via email and phone, processing and acknowledging donations and other data processing including reconciliation.
- Develop and lead on church engagement, reconnecting and forging new connections with local and national churches and networks.
- Support engagement activities in our care homes and housing schemes, primarily alongside our Activities and Community Engagement (ACE) Facilitators.
- Deliver regular prayer communications as part of the supporter engagement strategy to build on an existing culture of prayer support through the fortnightly production of Prayer News, quarterly Prayer Guide, and promotion of the Pilgrims' Friend Society online Prayer Wall.
- Organise and lead on supporter-facing events such as events, exhibitions, and conferences ensuring opportunities to connect with existing and prospective supporters are fully utilised.
- Stay informed about industry trends and share insights with teams.

About you

Experience

- At least three years of charity or third sector experience.
- Experience in supporter engagement and database management.
- Management of others to deliver campaign and achieve KPIs/targets.
- Overseeing or working alongside fundraising functions.
- Project management and delivery.



Skills and personal qualities

- Excellent organisational skills, able to prioritise and meet deadlines
- Able to work to targets/KPIs
- Excellent written and verbal communication skills
- Computer literate and comfortable using or adapting to online platforms
- Creative and innovative thinker
- Strong interpersonal skills and ability to build collaborative relationships.
- Proactive approach in resolving problems and issues.
- Leadership skills with problem-solving proficiency.
- Good knowledge of UKGDPR.
- Knowledge and understanding of general supporter engagement principles and best practice
- A positive attitude towards Pilgrims' Friend Society and its wider aims and objectives.
- Committed to developing professional skills.
- Team player – willing and enthusiastic, happy to 'muck in' where needed.
- Reliable and well-organised, with great attention to detail.

Terms and conditions

Salary: £40,500 to £47,000 per annum

Hours: 34.5 hours per week

Holiday entitlement: 25 days plus bank holidays

Pension: **Contributory pension scheme**, with a minimum employee contribution of 5%. Pilgrims' Friend Society contributes 3%, (6% for people aged 55 plus). Subject to three months' postponement at start of employment.

Other benefits: **Life Assurance of two times salary** for those in the pension scheme, Perkbox rewards, flexible working, birthday rewards, long service rewards, Employee Assistance Programme.

Location: **Hybrid working** 3 days at home and 2 days in Head Office

Travel: There will be occasions for you to travel to our homes when required.

Occupational Requirement (OR)

As a result of our Christian ethos, this post is covered by an Occupational Requirement (OR) under Part 1 of Schedule 9 to the Equality Act 2010. The successful applicant will be expected to be a practising Christian and to clearly demonstrate:

- a personal commitment to the mission, principles, values and practices contained in our Mission Statement.
- Active membership of local church congregation.
- An understanding of the faith aspects of the work of Christian charities, including the

Recruitment process



If you would like to apply for this exciting role, please send the following to Camilla at camilla.fitsum@pilgrimsfriend.org.uk:

- a full CV outlining your career history to date. Please include details of your latest remuneration and benefits.
- a covering letter, of no more than two pages in total, outlining how you meet the criteria set out in the person specification and your reasons for applying.

The closing date for applications is 4pm on Tuesday 11th June

All applications will be considered immediately after the closing date and candidates informed if they have been shortlisted for first interview.

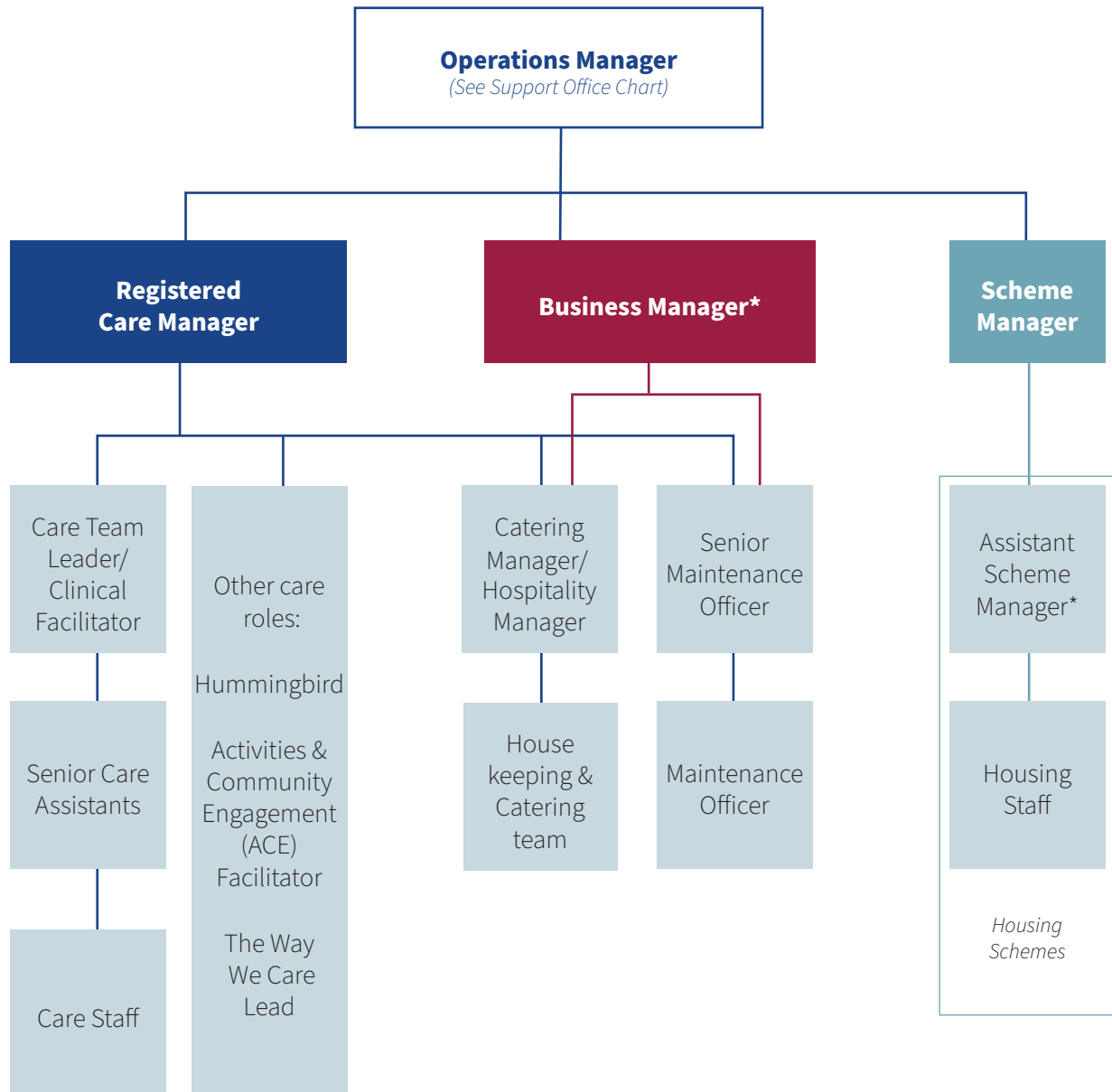
First stage interviews will be conducted by Zoom.

Final stage interviews will be held at Pilgrims' Friends Society Support Office in London.

All candidates will be expected to agree to our Basis of Faith and we will take references from your church minister as well as the usual employment references.

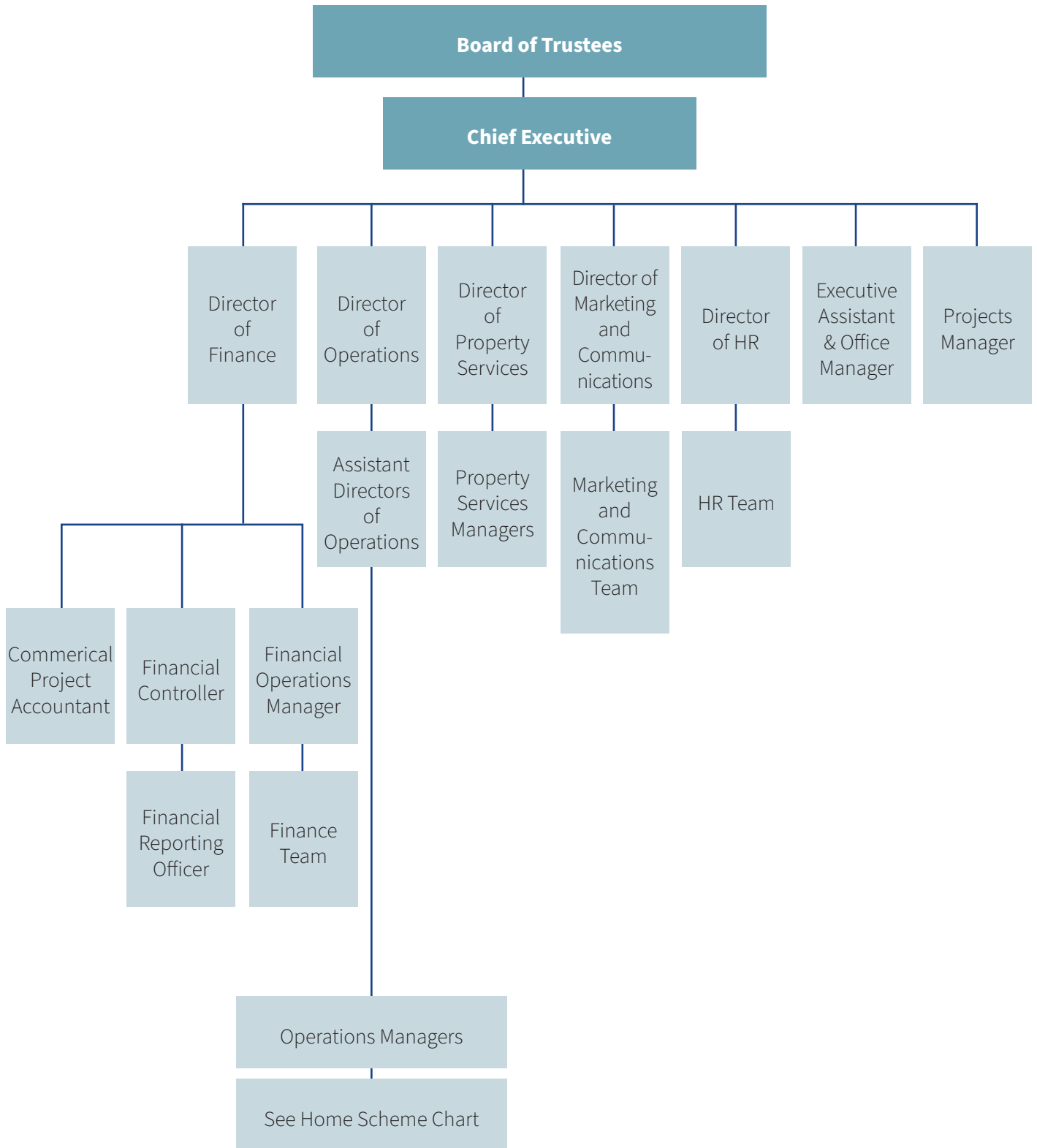


Homes, Schemes, and other services



*Not all homes/schemes have Business Manager

Support Office





Contact details

PILGRIMS' FRIEND SOCIETY

 **Support Office, LONDON** | 0300 303 1403 | info@pilgrimsfriend.org.uk

 **Carey Gardens, LEICESTER**
0300 303 8455
carey.gardens@pilgrimsfriend.org.uk

 **Dorothea Court, BEDFORD**
0300 303 1490
dorothea@pilgrimsfriend.org.uk

 **Emmaus House, WHITEHAVEN**
09146 591362
emmauscumbria@pilgrimsfriend.org.uk

 **Emmaus House, HARROGATE**
0300 303 8450
emmaushouse@pilgrimsfriend.org.uk

 **Evington Home, LEICESTER**
0300 303 1455
evington@pilgrimsfriend.org.uk

 **Finborough Court care and housing, GREAT FINBOROUGH**
0300 303 1450
finborough@pilgrimsfriend.org.uk

 **Framland, WANTAGE**
0300 303 1470
wantage@pilgrimsfriend.org.uk

 **Homesdale care and housing, WANSTEAD**
0300 303 8485
homesdale@pilgrimsfriend.org.uk

 **Koinonia Christian Care Home, WORTHING**
0300 303 8480
koinonia@pilgrimsfriend.org.uk

 **Luff House care and housing, WALTON-ON-THE-NAZE**
0300 303 1495
luffhouse@pilgrimsfriend.org.uk

 **Middlefields House, CHIPPENHAM**
0300 303 8470
middlefields@pilgrimsfriend.org.uk

 **Milward House care and housing, TUNBRIDGE WELLS**
0300 303 1460
milward@pilgrimsfriend.org.uk

 **Pilgrim Gardens, LEICESTER**
0300 303 8455
pilgrim.gardens@pilgrimsfriend.org.uk

 **Royd Court, MIRFIELD**
0300 303 1480
roydcourt@pilgrimsfriend.org.uk

 **Shottermill House, HASLEMERE**
0300 303 1475
shottermill@pilgrimsfriend.org.uk

 **Strathclyde House, SKELMORLIE**
01475 522 525
enquiries@strathclydehouse.org.uk

What we believe

Pilgrims' Friend Society is a Christian charity, rooted in the Bible.

We believe that the teachings of the Bible are our sole and final authority.

We believe that there is one God in three persons, Father Son and Holy Spirit.

The good news of the gospel is that, although men and women are sinners, God has taken the initiative to save people from every tribe, tongue and nation. We believe that God will bring about the redemption of all things.

God sent Jesus Christ, His Son, to be our Saviour. Jesus became fully human and, at the same time, remained fully God.

Jesus came to buy us back from sin and death by living a perfect life, having no sin, and dying in our place on the cross.

But God's grace did not stop there. When Jesus ascended to heaven, the Holy Spirit was given by God to continue His work on earth.

It is this Holy Spirit who gives us new birth and brings us to repentance and faith in the Son. When the Spirit has begun such a good work in someone, He will bring it to completion.

At the time appointed by God, Jesus will return to earth in glory. He will raise the dead and judge all people. He will banish those not known to Him and He will take His people to be with Him in eternal glory in the new heavens and earth.



“ They will still bear
fruit in old age, they will
stay fresh and green ”

Psalm 92:14



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