



Scripture Union

JOB PROFILE: Senior Fundraising Manager

Mission Area	Team
Mobilisation	Fundraising
Position of Job in Organisation	
The Senior Fundraising Manager will report to the Director of Mobilisation The Appeals Manager and Fundraising Manager will report to the Senior Fundraising Manager	
About Scripture Union in England and Wales	
Scripture Union is a national mission-movement, the aims of which are to pioneer and create opportunities for children and young people to explore the Bible, respond to Jesus, grow in faith and become sharers of the good news of Jesus themselves. Our priority is to reach those who don't yet know Jesus. In all its work, Scripture Union aims to care for children and young people, share God's good news, and offer them choices and opportunities, whilst being credible, relevant and inspiring.	
Vision of SU in England and Wales	
Our vision is of a new generation of children and young people who have a vibrant, personal faith in Jesus.	
Purpose of the job	
Working in partnership with key staff across the SU Movement, the Senior Fundraising Manager will lead on the development and delivery of an ambitious fundraising strategy to support the work of Scripture Union England and Wales. They will play a key role in the organisational strategy, focusing on: generating increased awareness about SU's ministry in the Christian marketplace and building an effective portfolio of fundraising activities to resource and equip the mission. The Senior Fundraising Manager will oversee the fundraising team, with some responsibility for hands-on fundraising activity. Areas of responsibility will include donor acquisition, supporter relationships, church partnerships, supporting wider team fundraising activities, legacy campaigns, high value donors and applications to grant making trusts. They will also oversee the development of engaging fundraising appeals and campaigns that generate cash gifts and/or enable current supporters to become regular givers and encourage lapsed donors to renew their support.	
Dimensions and quantities	
The most important dimensions and quantities for this role are: <ul style="list-style-type: none">• Reporting to the Director of Mobilisation.• Managing the Appeals and Fundraising Managers.• The development, delivery and reporting of a cross-movement fundraising strategy to achieve objectives specified in the business plan.• Generation of income in excess of £4m pa through current donors, legacies and new strategic approaches.• Constructing fundraising case statements and adapting them for relevant audiences and potential donors.• The development and production of fundraising campaigns and resources.• Strategic applications to grant making trusts and high value individuals.	



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- Delivery of fundraising events and activities in line with the movement strategy.
- Effective project management of fundraising campaigns, including targeting, segmentation, copy and creative development, response handling and tracking.
- The development of new and compelling fundraising resources including welcome packs, innovative thank you and appeal feedback material, news updates, and more.

Key accountabilities

The key accountabilities for this job are to:

- Develop, update and implement the movement's fundraising strategy
- Inspire, manage and lead the fundraising team to maximise motivation, performance and creativity in delivering campaigns and strategy
- Implement reporting and review procedures to ensure efficient and effective fundraising activities
- Develop existing work and launch new fundraising programmes to increase fundraising income across the movement.
- Support SU staff including Regional Teams in their fundraising activities, providing resource, training and guidance as necessary
- Drive the internal review process, including copy writing, checking and proofing to ensure that all agreed fundraising resources are of a high standard.
- Develop robust supporter journeys for newly acquired regular givers, reactivated donors and church giving partners to maximise retention and ensure the best lifetime value.
- Propose new ideas for fundraising campaigns and work effectively with other team members to achieve agreed fundraising goals.
- Manage resources effectively, generating solid returns on investment in our fundraising efforts, including commissioning work to external and internal providers where necessary.
- Work within the Mobilisation Team, and across the organisation to create compelling and imaginative proposals for fundraising to exceed agreed financial targets.
- Represent the SU Movement to supporters face-to-face, in writing and by telephone.
- Take on other tasks, duties or projects commensurate with the general level of this post.

In common with all members of staff, to:

- Further the aims and objectives of Scripture Union, working in accordance with its ethos
- Be part of the prayer life and fellowship of Scripture Union, including staff prayers, days of prayer and worship, and staff conferences, which combine prayer, worship and strategy
- Undertake personal development through study and reflection, work reviews and in-service training

Educational and / or training qualifications and certificates

The person appointed will have:



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- A graduate-level qualification or equivalent experience in a relevant subject area.
- A qualification in fundraising or formal training in this area would be beneficial.

Person specification

The person appointed will:

- Be an experienced fundraiser who has a sound knowledge of the UK Christian marketplace and the attitudes and motivations of Christian donors.
- Be an excellent communicator with a proven track record in project managing, fundraising and marketing campaigns from concept to delivery.
- Have a good understanding of new donor acquisition and donor retention principles and strategies across a range of off-line and online channels.
- Be an enthusiastic team player and be competent at working effectively on your own, as well as part of a team.

In common with all members of staff, the person appointed will:

- Be a committed Christian in sympathy, with the aims and ethos of Scripture Union, who has an active involvement in the mission of a local church.
- Seek to have a sound biblical understanding that is applied in daily living and encouraged in the lives of others.

Necessary technical / functional skills

The person appointed will have:

- A fundraising background operating within a charity context (preferably Christian based) including over three years' experience in charity fundraising.
- Proven track record in successful individual fundraising, major donor fundraising, grant applications, legacy campaigns, fundraising events or church partnerships and an understanding of, and willingness to manage others in delivering in these areas.
- Ability to be a self-starter. Scripture Union's strategy demands significant increase in fundraising income and, as such, the role holder will need to be able to suggest and develop ideas for new fundraising initiatives and campaigns.
- Experience of delivering fundraising campaigns to recruit or retain regular donors.
- Skill in applying knowledge and understanding of key principles of fundraising with an ability to identify and maximise new funding opportunities as they arise.
- The ability to work as part of a team, but also to work on your own initiative under pressure and to tight deadlines.
- Excellent interpersonal skills with the ability to build relationships internally and externally.
- A good understanding of the principles of direct marketing, with an ability to develop persuasive propositions for religious audiences.
- Knowledge of the regulatory environment (e.g. data protection regulations, Gift Aid rules and regulations, IoF Codes of Fundraising Practice).
- Some experience of digital fundraising and integrating online and offline fundraising campaigns.
- Demonstrable experience of collecting data from the database, producing ROI reports and analysing fundraising results.



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- Knowledge of the print and design processes and managing relationships with designers, printers and other suppliers.
- Experience of collaboratively producing and managing the production of fundraising and marketing materials.
- Experience of line management.

Required behavioural competencies

Commitment to goals & values	Shows commitment in theory and practice to the objectives, values and goals of the movement
Self-control	Performs effectively and maintains stamina in stressful and difficult situations. Able to keep emotions under control when provoked or when faced with opposition or hostility from others
Analytical thinking	Analyses problems and identifies the key issues, which need action. Assesses a situation in a systematic way, identifying time sequences, setting priorities and drawing logical conclusions from the data
Relationship building	Works to identify, build and maintain positive long-term relationships with colleagues and contacts
Concern for impact	Anticipates and responds to the needs of others in order to achieve the required outcome. Develops and modifies approach to reflect the feelings, views and concerns of others in order to influence
Persuasion	Builds persuasive, convincing and appropriately formulated arguments
Developing others	Creates an open and supportive environment where people take responsibility and are actively encouraged. Listens, supports and identifies learning opportunities for others. Coaches, offers one-to-one mentoring and gives clear, honest and constructive feedback
Concern for excellence	Drives consistently towards improvement and excellence in all aspects of work
Results focus	Sets challenging yet realistic goals and objectives, focusing energy into striving to achieve them within agreed timescale
Thoroughness	Follows tasks through to completion with attention to detail and accuracy

Job profile updates

Updated by: Rachel Warwick	Date: 30.09.2019
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Staff signatures

Line Manager:	Date:
Employee:	Date:
Human Resources:	Date: