Scripture Union



INFORMATION FOR PROSPECTIVE CANDIDATES

DIRECTOR OF INCOME GENERATION AND ENGAGEMENT

SCRIPTURE UNION ENGLAND AND WALES

Carnelian



A NOTE FROM CARNELIAN

Thank you for considering the Director of Income Generation and Engagement role at Scripture Union England and Wales. This is an opportunity to help a mission movement build sustainable support for its work of revealing Jesus to the next generation. It is a joy to be working with Scripture Union on this important appointment.

There is a timeliness to this opportunity. There are encouraging signs of growing openness among young people to spirituality, meaning and hope, even as many grow up without encountering Jesus. With its experience of equipping churches, its Bible-based resources and its emphasis on real relationships, Scripture Union is excellently placed to help churches respond to such a time as this. The next Director will help turn that opportunity into sustainable support for mission.

We are looking for a growth-focused leader who uses data, evidence and supporter insight to improve income forecasting, campaign performance and supporter engagement. We are also looking for a highly relational fundraiser who can cultivate support from major donors, trusts, churches and strategic partners. The Director must also be able to contribute well to the leadership team and to nurture a team.

Careful thought will need to be given to how to introduce income generating solutions that honour Scripture Union's culture of generosity and sharing. The role requires someone entrepreneurial, in the sense of creatively accelerating and amplifying the mission rather than a disrupter.

I hope this pack gives you a helpful sense of the opportunity, the responsibilities and the kind of leader being sought. If you would value a confidential and exploratory conversation, please do get in touch.

Allan Beckett
Consultant, Carnelian Search

WELCOME FROM THE NATIONAL DIRECTOR

Thank you for taking the time to consider joining Scripture Union. Our mission is to reveal Jesus to the next generation, with a particular priority for children and young people who do not yet know him. We want to see a new generation with a vibrant faith in Jesus, and we work through mission partnerships and local churches to make that vision a reality.

Our ambition is to establish 1,200 Revealing Jesus mission presences across England and Wales by 2030. Sustainable support is essential to that ambition. We need a leader who can help us think creatively about income, deepen the commitment of those who already support us and invite new people to participate through prayer, giving, volunteering and advocacy.

This is a role for someone who sees income generation as part of the ministry: connecting generosity with mission opportunity, stewarding resources wisely and helping colleagues share responsibility for sustainability. You will bring expertise and fresh thinking, but also humility, spiritual discernment and a willingness to work within a shared vision.

We are looking for someone with a particularly strong understanding of the science of fundraising, who pursues income growth in a way that is consistent with Scripture Union's values, with high levels of emotional intelligence. In the first two months, the priorities will be building the team, developing a fundraising strategy, and developing one or two new income streams.

If this opportunity resonates with your experience and sense of calling, please don't hesitate to start a conversation with the team at Carnelian.

Dave Newton
National Director, Scripture Union England and Wales



INTRODUCTION TO SCRIPTURE UNION ENGLAND AND WALES

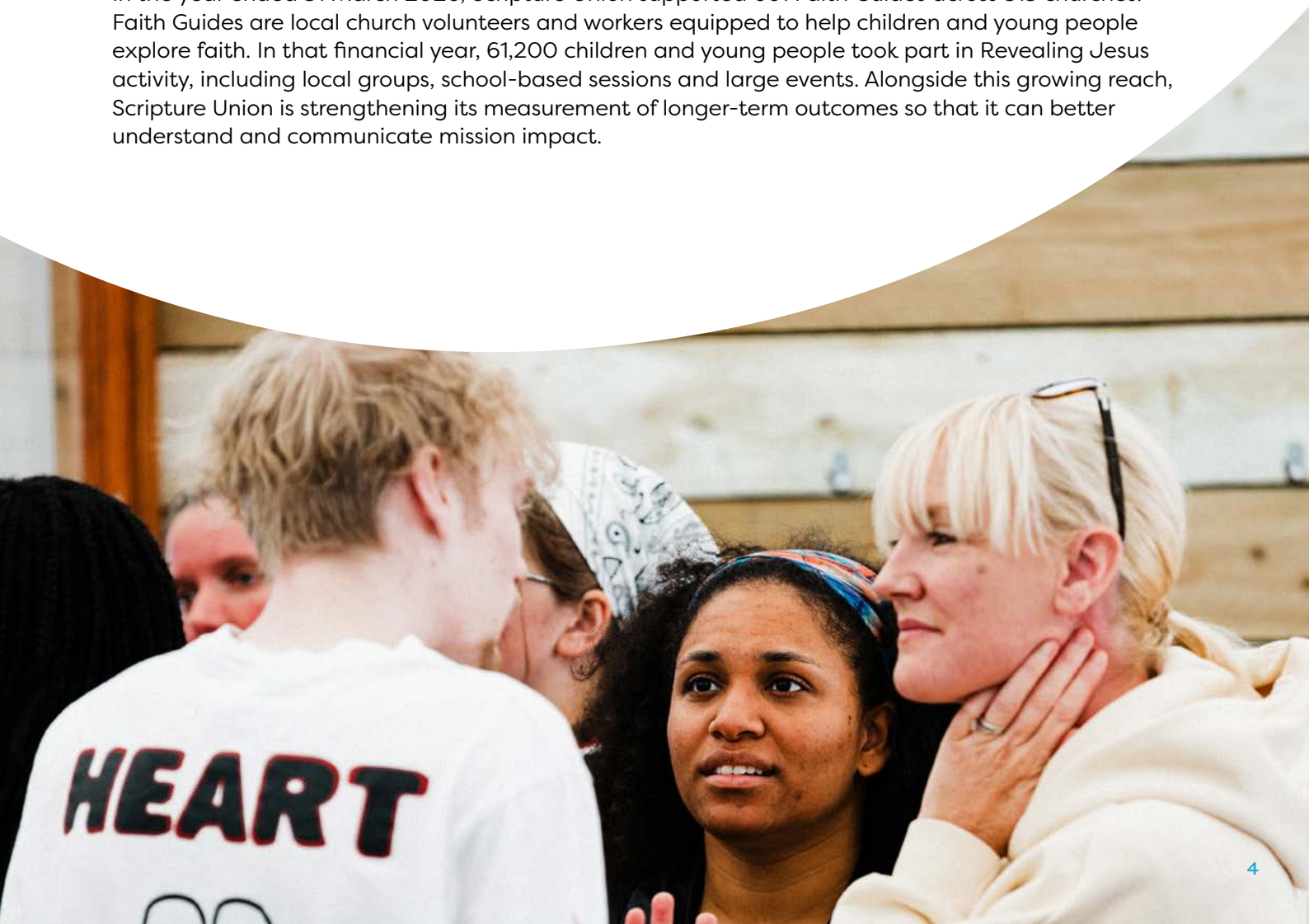
Knowing Jesus changes everything. Yet most young people today will not grow up in a church and may never hear the gospel at school or home. Scripture Union England and Wales exists to partner with churches, helping them to reveal Jesus to the next generation, especially the children and young people beyond their walls. Its vision is a new generation with a vibrant faith in Jesus. The movement equips local churches to build relationships and create opportunities for young people to discover Jesus, explore the Bible and grow in faith.

Scripture Union brings together Bible-based resources, practical training, coaching and encouragement from experienced local teams. Its approach is rooted in relationships and adapted to the needs of each community: walking alongside churches and practitioners rather than expecting them to reach the next generation alone. England and Wales is part of the global community of Scripture Union movements.

The Revealing Jesus framework supports children and young people to connect, explore, respond and grow: building safe and welcoming relationships, exploring the Bible and Christian faith, responding to Jesus and growing in faith over time. The strategy is delivered through four initiatives: Relational Mission, Mission Resources, Residentials and Missions, and Mission Partnerships. Growing Support is one of the strategic foundations that enable this work, placing income generation and engagement firmly in the service of mission.

Prayer and generosity help make this work possible. Supporters play a part in enabling churches to reach children and young people, while volunteers and local partners contribute their time, relationships and experience. The Director of Income Generation and Engagement will help grow and sustain this wider participation in the mission.

In the year ended 31 March 2026, Scripture Union supported 661 Faith Guides across 515 churches. Faith Guides are local church volunteers and workers equipped to help children and young people explore faith. In that financial year, 61,200 children and young people took part in Revealing Jesus activity, including local groups, school-based sessions and large events. Alongside this growing reach, Scripture Union is strengthening its measurement of longer-term outcomes so that it can better understand and communicate mission impact.



CURRENT CONTEXT AND THE OPPORTUNITY

Scripture Union is seeking to amplify its voice in churches and accelerate its mission. The central challenge for this appointment is to translate that ambition into sustainable income and deeper engagement: ensuring that growth in the work can be supported over the long term.

For the year ended 31 March 2026, Scripture Union reported total income of £5,213,000 and expenditure of £4,794,000, with a net increase in funds of £465,000 including investment gains. Income included £2,623,000 in donations and £1,399,000 in legacies. At the year end, total reserves were £4,387,000, including £2,474,000 in the unrestricted General Fund; total reserves also included fixed assets, restricted funds and endowment capital. Scripture Union plans to use reserves over the two years following 31 March 2026 to support strategic investment, including a budgeted General Fund deficit of £730,000 for the year ending 31 March 2027. The opportunity for the incoming Director is to help turn this investment into a more sustainable income base, reducing longer-term reliance on reserves and variable legacy income.

Much of Scripture Union's support has traditionally been offered without charge. New income models will therefore need to be sensitive to the ministry's ethos, avoiding an approach that makes partnership feel transactional. The opportunity is to bring commercial understanding and entrepreneurial judgement to the service of reaching young people, rather than impose a purely commercial model.

The Director will build on encouraging supporter engagement: during 2025/26, Scripture Union received over 1,000 donations from first-time givers, and just under 40% of first-time donors from the previous year became regular donors. A central priority is to grow sustainable voluntary income, particularly regular giving, while broadening and renewing the supporter base, including engaging younger supporters. This sits alongside developing new income streams and cultivating major gifts, rather than being replaced by them.

There is scope to deepen major-donor and denominational relationships, develop trusts and grants, and make better use of the excellent and rich supporter information held by Scripture Union.

The Director will lead a department of around ten colleagues across fundraising, communications and supporter care. The consultation describes a collaborative, agile and increasingly permission-giving culture. This is an opportunity to build capability and shared accountability, working through established strengths while challenging assumptions constructively.

In terms of organisational structure, there are four directorates: Mission, Resources, Finance and Services, and Mission Mobilisation. The Director of Income Generation and Engagement oversees the capable Mission Mobilisation Team, which consists of fundraising and communications professionals.



JOB DESCRIPTION

ROLE SUMMARY

A senior executive role as part of the leadership team at Scripture Union providing strategic leadership for the Mission Mobilisation Team, leading sustainable income growth, supporter engagement, communications, AI-enabled innovation and data-informed decision-making.

The role exists to secure the long-term financial sustainability and growth of our mission by developing and delivering ambitious income generation strategies, mobilising churches, volunteers, supporters and partners around a shared vision. The role would also leverage data, develop evidence-based practice and harness emerging technologies, including artificial intelligence, to maximise mission impact.

The Director will cultivate a growing movement of prayer, advocacy, volunteering and financial support that enables Scripture Union to achieve its strategic ambition of increasing Mission Presences across England and Wales.

KEY ACCOUNTABILITIES

Executive Leadership

- Contribute to the overall leadership, vision, strategy and culture of Scripture Union.
- Work collaboratively with Leadership Team colleagues to ensure organisational priorities are effectively resourced.
- Contribute to the development of organisational strategy.
- Provide strategic insight to the Leadership Team regarding income generation, supporter engagement, communications, mobilisation, data and external relations.
- Demonstrate Biblical insight, spiritual discernment and wisdom in leadership and decision-making.
- Model and promote Scripture Union's values, ethos and mission.





Strategic Income Generation

- Develop and deliver a comprehensive income generation strategy aligned with organisational and Mission Presence priorities.
- Create long-term plans to increase sustainable income, diversify funding and strengthen financial resilience.
- Lead approaches to philanthropy, trusts and foundations, churches, corporate partnerships, legacies, individual giving, digital fundraising and other appropriate income streams.
- Personally cultivate and steward key strategic donor and funder relationships.
- Establish strong forecasting, pipeline management, performance reporting and accountability across all fundraising activity.
- Promote a culture of fundraising excellence and shared ownership of income generation across the movement.

Mission Movement Mobilisation

- Mobilise churches, supporters, volunteers, trusts, foundations and strategic partners around Scripture Union's vision and mission.
- Strengthen a movement of committed partners who pray, give, advocate and participate in advancing Scripture Union's mission.
- Work closely with mission teams to ensure income generation and engagement activity directly supports the growth of Mission Presence.
- Use communications and engagement strategies to increase participation, advocacy, volunteering and financial support.
- Ensure supporter engagement communicates not only organisational need but Kingdom opportunity and mission impact.
- Grow strategic relationships that strengthen Scripture Union's reach, influence and effectiveness across England and Wales.

Philanthropy and Strategic Partnerships

- Develop and maintain relationships with major funders, high-capacity supporters, churches and strategic partners.
- Lead engagement with philanthropists, influencers, trustees, senior leaders and partner organisations.
- Support the National Director and Trustees in securing transformational funding and partnership opportunities.
- Represent Scripture Union credibly in church, charity, funding and wider sector networks.

Supporter Engagement, Communications and Brand

- Lead the development of an integrated supporter engagement strategy, growing and diversifying Scripture Union's supporter base from awareness and acquisition through to long-term advocacy and partnership.
- Provide strategic oversight, alongside a skilled team, of communications, marketing, brand, digital engagement and public profile, ensuring compelling communication of Scripture Union's vision, mission, impact and funding priorities.
- Champion excellence in supporter and stakeholder experience, ensuring meaningful, mission-centred engagement and high-quality stewardship across all supporter touchpoints.
- Lead digital growth and audience development strategies, leveraging digital channels, data and innovation to increase engagement, strengthen supporter retention and attract a younger and more diverse generation of supporters.

Data, Evidence and Strategic Intelligence

- Champion a data-informed culture, ensuring strategic decisions are guided by evidence, insight and measurable outcomes.
- Provide oversight of organisational data and insight, ensuring robust collection, analysis and use of supporter, fundraising, mission and engagement data.
- Lead the development of forecasting, performance measurement and audience insight capabilities to drive growth, effectiveness and sustainability.
- Use data, analytics and evidence to inform strategic planning, identify opportunities and risks, and ensure resources are prioritised for greatest mission impact.

Artificial Intelligence, Innovation and Digital Transformation

- Lead the ethical and effective use of artificial intelligence and emerging technologies across income generation and supporter engagement.
- Develop AI-enabled approaches to supporter acquisition, donor stewardship, prospect research, supporter journeys, content personalisation and campaign optimisation.
- Explore greater opportunities for automation that improve supporter experience, productivity and operational efficiency.
- Ensure all AI applications align with Christian values, organisational ethics, fundraising regulation, GDPR and organisational policies.
- Foster a culture of innovation, learning, experimentation and continuous improvement.
- Monitor sector developments and identify emerging opportunities that strengthen income generation and mission effectiveness.





Data, Compliance and Governance

- Work with the data team to ensure compliance with fundraising regulation, charity law, GDPR and other relevant legislation and codes of practice.
- Ensure robust governance of supporter data, communications, fundraising practice and AI-enabled activity.
- Provide clear performance, risk and insight reports to the Leadership Team and Trustees.
- Ensure all communications and fundraising activity reflects relevant organisational policies and expectations.

Team Leadership

- Create a culture of accountability, collaboration, learning, innovation and spiritual maturity.
- Support the development of future leaders within the department.
- Ensure effective deployment of people, budgets, systems and external support.

Safeguarding

All Scripture Union staff take responsibility for protecting children and young people from all forms of abuse and for reporting any disclosures, suspicions or concerns in line with Scripture Union's safeguarding policies. The Director will ensure that fundraising, communications, supporter engagement and partnership activity uphold SU's safeguarding commitments and do not compromise the safety or dignity of children and young people. Fundraising and supporter care must also be carried out responsibly and respectfully, with particular care for vulnerable donors, in line with Scripture Union's Donation Acceptance Policy and safeguarding procedures.

In Common with All Staff

- 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 office prayers, days of prayer and worship, and gatherings that combine prayer, worship and strategy.
- Undertake personal, professional and spiritual development through study, reflection, training and review.
- Actively promote a culture of mutual Christian encouragement, integrity, trust and collaboration.

PERSON SPECIFICATION

OCCUPATIONAL REQUIREMENT

This post is subject to an occupational requirement that the postholder be a practising Christian under Part 1 of Schedule 9 to the Equality Act 2010.

CALLING, CONVICTIONS AND CHARACTER

- Passionately committed to seeing children and young people encounter Jesus.
- A committed Christian fully aligned to our 'Ministry in Scripture Union' ethos, with active involvement in the local church.
- Strong personal commitment to the mission, vision and values of Scripture Union.
- Motivated by Kingdom impact, generosity, partnership and the transformation of young lives.
- A prayerful and spiritually mature leader who demonstrates wisdom and discernment.
- Ability to exercise discernment and wisdom in Christian leadership.
- Wisdom to navigate the complexities of a modern charity while maintaining a courageous, faith-filled approach to leadership.
- A bold theology of stewardship, risk-taking, generosity and Kingdom partnership, balanced with sound judgement and accountability.
- Humility to work within the boundaries of an existing vision while bringing entrepreneurial energy to its delivery.





EXPERIENCE

Essential

- Significant senior leadership experience in income generation, fundraising, supporter engagement, business development or strategic growth.
- Proven track record of strengthening organisational resilience through growing sustainable income, including diversifying funding .
- Experience leading multiple income streams, including major donors, trusts, churches, legacies and individual giving.
- Experience building influential partnerships and mobilising stakeholders around a shared mission.
- Experience leading high-performing teams and contributing at the level of senior leaderhship.
- Experience developing long-term strategy.
- Experience managing significant budgets.
- Experinece forecasting performance and reporting impact.
- Experience using CRM, data, analytics and insight to drive strategic decisions and improve performance.

Desirable

- Experience in a Christian charity, church, mission agency or faith-based organisation.
- Experience leading fundraising in a charity of comparable scale.
- Experience securing major gifts, transformational funding, capital appeals or large-scale growth campaigns.
- Experience of digital transformation, marketing automation and AI-enabled working.

KNOWLEDGE AND SKILLS

Essential

- Expert knowledge of modern fundraising, philanthropy, supporter engagement and donor stewardship.
- Strong financial and commercial acumen, with the ability to interpret income performance and financial data.
- Excellent strategic planning, execution, prioritisation and evaluation skills.
- Strong analytical capability, using evidence, insight and impact measures to shape priorities and investment decisions.
- Understanding of supporter analytics, donor behaviour, segmentation, forecasting and performance measurement.
- Skill in using AI and emerging technologies to enhance productivity, income growth and supporter engagement.
- Strong understanding of charity governance, fundraising regulation, GDPR, data protection and information governance.
- Excellent influencing, negotiation, communication, writing and presentation skills.

Desirable

- Chartered Institute of Fundraising qualification or equivalent professional development.
- Executive leadership, coaching or management qualification.
- Knowledge of predictive analytics, marketing automation, CRM optimisation, supporter journeys and AI-enabled fundraising.

LEADERSHIP COMPETENCIES

- Faith-Filled Strategic Leadership: Leads with courage, wisdom and trust in God's provision, combining spiritual discernment with strategic judgement to navigate complexity and advance the mission.
- Commercial and Strategic Approach: Applies strong commercial judgement, strategic thinking and financial insight to identify opportunities, manage risk and strengthen organisational sustainability.
- Mission Influence: Inspires others around a compelling vision, building commitment, collaboration and shared ownership across diverse stakeholders and networks.
- Data-Informed Decision Making: Uses evidence, insight and analysis to evaluate options, prioritise resources and improve organisational effectiveness.
- Innovation and Future Focus: Anticipates emerging opportunities, embraces innovation and leads organisational adaptation in a rapidly changing environment.
- Relationship Building and Strategic Influencing: Develops trusted relationships to support and achieve long-term organisational objectives.
- Developing Others: Creates an empowering environment where individuals and teams take responsibility, grow in confidence and deliver their best work.
- Results and Accountability: Sets clear expectations, maintains focus on priorities and delivers high-quality outcomes through effective planning and execution.
- Personal Effectiveness and Resilience: Demonstrates self-awareness, integrity and resilience, responding constructively to challenge and modelling continuous personal, professional and spiritual growth.
- Flourishes in translating vision into organisational strategy, delivery and measurable impact.

QUALIFICATIONS AND PROFESSIONAL DEVELOPMENT

- A degree-level qualification is desirable but not essential.
- Evidence of relevant professional development in fundraising, philanthropy, marketing, communications, data, digital innovation or organisational leadership.
- Commitment to continued learning in fundraising leadership, supporter engagement, responsible AI, data-informed practice, governance and Christian leadership.

JOB PARTICULARS

Particular	Details
Role	Director of Income Generation and Engagement
Responsible to	National Director
Leadership membership	Leadership Team
Direct reports	Fundraising Manager; Supporter Care Lead; Head of Communications
Team	Around ten colleagues across fundraising, communications and supporter care
Salary	£65,000–£70,000 per annum, as stated in the supplied role profile. Final advertised range to be confirmed.
Location	Milton Keynes office base, with attendance at least one day per week as stated in the role profile. The consultation envisages nationally based candidates with regular attendance; final arrangements to be agreed.
Hours	Full-time. The consultation indicates that arrangements such as four days per week or a nine-day fortnight may be considered; the final pattern and contractual hours remain to be agreed.
Travel and flexibility	Travel across England and Wales, with occasional evening and weekend commitments, conferences, events, supporter meetings and leadership gatherings. Flexible working patterns are supported.

RECRUITMENT PROCESS

Scripture Union has partnered with Carnelian Search to make this appointment. Interested candidates are invited to begin with a confidential conversation with Carnelian.

Shortlisting will take place on 13th January 2027, and Scripture Union interviews on 4th and 12th February.

To explore the role, please contact Lucy Williams at Carnelian lucy@carneliansearch.com

