



Fundraising Manager

Salary:	£32,000 –£38,000 per annum
Duration:	Permanent
Hours of Work:	Full time (35-hour week)
Terms and Conditions:	6 months probationary period 25 days paid holiday per year Pension in line with auto enrolment
Location:	Westminster and remote (hybrid working policy in place)
Reports to:	Head of Fundraising

Introduction

We want to keep churches open and in use.

Churches, chapels and meeting houses are impressive, exciting and surprising places. Whether seeking quiet reflection, access to critical community services, a warm welcome, a place to worship, or a space to explore, we believe they should be loved and supported. Available to all.

Working together with churches across all four nations, we help to maintain these wonderful historic buildings and keep them thriving today, and tomorrow.

Places of worship are an integral part of the UK's heritage and play a vital part in building and sustaining local communities, bringing local people together. The National Churches Trust is here to help them address the challenges and opportunities they face. The charity, founded in 2007, is the successor to the Historic Churches Preservation Trust (HCPT), created in 1953.

Our **vision** is for a nation where church buildings across the UK are well maintained, open for everyone, sustainable and valued.

Our **mission** is to keep the UK's wonderful collection of church buildings well maintained, valued and in use.

There is no bigger issue facing the UK's heritage than the future of its churches. Nearly half the nation's most important historic buildings are parish churches, chapels and meeting houses. And they contain our greatest collection of decorative arts – stained glass, wall paintings, sculptures and ironwork.

Our strategy 'For Churches' illustrates how we are Building Up, Opening Up and Speaking Up in support of church buildings.

See the charity's website www.nationalchurchestrust.org for more information.

Job description

The post is a new role that will support the Head of Fundraising in raising income for the charity. The post holder will assist in developing our fundraising strategy to ensure the charity can deliver its ambitious plans. The successful candidate will be a quick learner, with some experience of fundraising and stewardship of donors, and an entrepreneurial attitude. They will need to keep abreast of current fundraising trends across the heritage sector and keep in touch with the charitable sector more generally.

The National Churches Trust engages with a broad spectrum of stakeholders, including churches and their congregations, grantees, funders, Friends and donors, other heritage organisations, policy makers, Government ministers, visitors and church tourists. The Fundraising Manager will work with the Head of Fundraising to build effective relationships with supporters and donors, championing excellent donor care and high-quality stewardship.

Together with the Head of Fundraising, you will focus on building one-to-one relationships with high net worth individuals, legators and prospects who have the ability to give significant donations to increase the overall income of the charity. Income from legacies forms an important income stream for the charity and the Fundraising Manager will be responsible for all aspects of our legacy marketing, to include advertising, promoting legacy giving and cultivation of legacy pledgers.

The successful candidate will work closely with colleagues to help deliver the charity's fundraising and engagement plans. They will oversee the development and marketing of our corporate income stream, the Specialist Skills Directory, and foster relationships with corporate supporters when required. They will need to be a flexible and energetic team player who is self-motivated with a hands-on approach.

Key tasks

Main duties & responsibilities

- Work with the Head of Fundraising and the Chief Executive to identify major donor prospects from existing and potential supporters for cultivation and nurture
- Utilise the opportunities of our CRM system (Donorfy) to enable effective donor journeys that increase engagement and income
- Create and develop suitable proposals to encourage significant gifts to the charity from individual major donors and large trusts and be confident in making approaches for 5 and 6 figure sums
- Engage and steward supporters to encourage retention and increased engagement of individual donors in a way that builds reputation and trust
- Develop and manage the Cornerstone Club membership, providing regular updates and opportunities for members to engage with the charity
- Develop and maintain a strategic legacy marketing programme, working with other engagement staff to grow income and improve our legacy promotion with a view to securing additional legacy commitments
- Maintain effective and good relationships with Corporates interested in supporting the charity through sponsorship, charity partnership, volunteering and other interactions when required

- Oversee the Specialist Skills Directory, helping to establish a reliable and growing income stream
- Contribute to the delivery of the 'For Churches' strategy
- Work as a key member of the Fundraising team, attending meetings, training and representing the National Churches Trust at forums and external events as required
- Undertake other tasks as requested by the Chief Executive in order to deliver on the charity's objectives.

Person specification / Experience

Essential

- Degree level or equivalent education
- Demonstrable experience of successfully working within a Fundraising environment
- Experience of delivering successful fundraising strategies, raising income and building reputation and trust
- Experience of copywriting to create impactful communications materials
- A good understanding of fundraising and motivations for giving
- Excellent communicator in formal and informal communications, both verbally and in writing, in an appropriate style, to all stakeholders
- Excellent interpersonal skills with the ability to build rapport and communicate sensitively
- Creative thinking, innovative, imaginative and entrepreneurial attitude towards fundraising
- Excellent relationship management skills, with ability to motivate and inspire others
- Approachable, creative, 'can-do', flexible attitude
- IT literate with experience of CRM databases, MS Teams, Word, Excel, PowerPoint, Outlook
- Highly motivated with the ability to work using own initiative and as part of a team
- An understanding of the challenges and opportunities of working within a small organisation
- A commitment to undertake training where required and an enthusiasm for new challenges and experiences
- Willingness to work flexibly when required
- Enthusiasm for the work and strategy of the National Churches Trust is an important element of the job.

Desirable

- Experience of the charity sector
- Familiarity with legacy marketing

Key Internal relationships:

Chief Executive, Senior Leaders Team, Trustees, Patrons, Vice Presidents

Key External relationships:

Contractors, suppliers, stakeholders, Friends, corporates, major donors and supporters

Further information

This is a full-time post and the basic hours are 35 per week, although flexible working will be considered for the right candidate. It is based at the National Churches Trust's offices in Westminster and remotely, as per the current hybrid working policy. There may be occasional travel elsewhere in the UK.

It should be borne in mind that the National Churches Trust comprises a small staff, and you should be prepared to work as part of that team to ensure the delivery of the organisation's operations and objectives.

The basic salary is negotiable, depending on experience. The charity operates a group personal pension scheme and pays 10% employer's contribution for all eligible employees.

The annual leave entitlement is 25 days, in addition to relevant national public holidays. Other general terms and conditions are set out in the staff handbook which is issued to all employees on appointment.