



**URBAN
SAINTS**

Fundraising Manager

Information Pack



URBAN SAINTS

Around 95% of young people do not actively engage with Church. The mission of Urban Saints is to make young disciples for Jesus, meeting young people wherever they are and introducing them to Jesus. Our vision is to be an effective disciple-making movement, reaching young people in every community in the UK and Ireland.

Our amazing volunteer leaders gather young people and children together with brilliant weekly groups, an exciting Christian programme, wonderful camps and overseas missions. Tens of thousands of children and young people have been loved, discipled and launched into the world to make a difference for Jesus Christ through Crusaders (our name until 2006) and Urban Saints.



The Role

Overall Purpose of the Role

The Fundraising Manager will shape our fundraising activities as we seek to reach the 95% of young people who would never otherwise attend a church:

- Support the fundraising team in developing and growing our donor base, with a focus on increasing new donors and the cultivation of stronger relationships with our current supporters.
- Lead the team to achieve the fundraising targets set by the Engagement Lead. This is a new role that will increase the fundraising team from 1.8 FTE to 2.8 FTE.

Key Responsibilities

Digital Fundraising (20% of time)

- Develop a consistent digital fundraising strategy
- Work to implement a SEO and social media strategy for fundraising

Relationship Development (20% of time)

- Increase legacies pledged, received and commemorated
- Improve and monitor supporter journeys with the Supporter Relations Coordinator and Fundraising Coordinator
- With the Engagement Lead visit and present to donors
- Event planning and organisation

New Supporters (20% of time)

- Work with the Fundraising Coordinator to engage potential new supporters
- Develop a robust onboarding system in line with our wider goals
- Develop and implement an inclusive strategy to help us engage with a more diverse line of potential new supporters
- Develop and implement ethical and sustainable fundraising trips

Fundraising Training (20% of time)

- Work with the Engagement Lead and People Team to create robust fundraising training as part of our new staff induction
- Provide bid writing support and training to team members
- Participate in the cultural shift from a delegated to shared fundraising culture

Trusts (10% of Time)

- Research and write grant applications for the ongoing work of Urban Saints
- Support the Fundraising Coordinator in research and grant application writing
- Lead the team to start new partnerships with Trusts

Community (10% of time)

- Team management
- Contribute to the community of Urban Saints through Team Chapel, Learning Communities, team meetings, quarterly national gatherings

(The above list of job duties is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope and level of the post.)



The Person

About You

Are you a motivated, inspirational, and influential Fundraising Manager? Would you like a people-focussed role where you have a direct impact on raising funds to support our youth work?

We are looking for an experienced Fundraising Manager with a talent and confidence in leveraging fundraising and communication systems and proven experience with the development of a digital fundraising strategy. They will be highly relational and have prior experience in leadership.

You will be able to demonstrate the following:

Skills and Abilities

- Proven team leader
- Strong interpersonal and communication skills
- Creative writer with excellent copywriting skills
- Persuasive and influential with volunteers, 'alumni' and major donors
- Skilled with using databases and technology to optimise engagement
- Strong organisational and budget skills
- Fast worker with attention to detail
- Letter writing
- Researching new fundraising opportunities and income streams

Desirable

- Understanding of Crusaders and Urban Saints
- Project management

Knowledge and Experience

- Significant fundraising experience
- Finding and publishing great stories
- Using databases to analyse, test hypotheses, ANOVA, segment and optimise engagement
- Growing legacy giving
- Database development leadership
- Creating and developing a donor onboarding system
- An understanding of the new opportunities provided by digital fundraising

Desirable

- Previous connection with Urban Saints and Crusaders
- Experience in a volunteer-led workplace
- Awareness and experience of different UK churches and Christian expression
- Knowledge of Mailchimp and how to utilise it effectively
- Experience developing fundraising trips
- Experience of leading or helping Christian youth and/or children's ministry

Personal Qualities

- Excellent team player wanting to contribute to the overall ministry
- Patience and perseverance with data
- Natural compassion, a great listener, encourager and communicator
- Inspires trust
- Can-do attitude – takes initiative and works with light supervision
- Personal integrity - evidence of discretion, honesty, openness and personal development

Qualifications

- Institute of Fundraising qualification
- 'B' at GCSE Mathematics and 'B' at GCSE English or equivalent

Desirable

- Direct marketing qualification

Christian Ethos

Given that the organisation is seeking to live out a Biblical lifestyle following Jesus, there is an occupational requirement under Part 1 of Schedule 9 to the Equality Act 2010 that the applicant must be a committed Christian with an active faith.

We highly value a diverse and inclusive team and are committed to an equitable work environment where every person is set up to thrive. Having a diverse workforce allows us to benefit from a variety of perspectives and give us strength in the work that we do. We encourage all qualified candidates to apply.

Benefits

- 25 days holiday plus eight days bank holidays.
- Pension scheme – we contribute 6% of gross salary to the Urban Saints pension scheme.
- Life assurance – you will receive life assurance cover to the value of four times your annual pensionable salary.
- Flexible working – we offer flexible working arrangements to optimise work/life balance.
- Volunteering days – you will have an opportunity to volunteer for one of our events or a similar charity of choice for up to eight days.

Terms and Conditions

Responsible to:	Engagement Lead
Responsible for:	Supporter Relations Coordinator and Fundraising Coordinator
Salary:	£37,000 - £40,000 pa (depending on experience)
Hours:	Ideally full time (37.5 hours per week) but open to consider part time hours for the right candidate.
Contract:	Permanent
Location:	Flexible - home and office (Urban Saints Support Centre, Kestin House, Crescent Road, Luton)

All applicants must be committed to the aims, ethos and values of Urban Saints.

How to Apply

To apply for this role send an email to recruitment@urbansaints.org with:

- your CV
- a completed Recruitment Monitoring Form (available at urbansaints.org/jobs)
- a covering letter which includes answers to the following questions:
 - *What appeals to you about the role? What concerns you?*
 - *Describe your fundraising experience.*
 - *Describe how you built a strong team, the characteristics and the fruit.*
 - *Tell us your spiritual journey and how you live out your Christian faith now.*
 - *What three words would your work colleagues use to describe you?*

The closing date for applications is 12th June 2022. Interviews will be held 16th / 17th June.