

London City Mission

Head of Major Gifts

An aerial night view of the London City Mission building, a large, multi-story structure with a prominent tower. The building is illuminated, and the surrounding city lights are visible. Overlaid on the image are three diagonal banners: a yellow one with 'MISSION', a light blue one with 'LONDON', and a light green one with 'CITY'.

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# A unique opportunity

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**London City Mission (LCM) serves the church of London in sharing the love of God and the good news of Jesus Christ with the least reached of London.**

One in two people don't have a Christian friend to invite them to church, open a Bible with them, or tell them the good news of Jesus. They are from communities where it is very unlikely that people know a Christian who can share their faith, encourage them to read the Bible and invite them to church. We want to see that change. Very few people living in London's most deprived areas attend Christian churches. These areas of London are incredibly diverse; in fact London is the most ethnically diverse city in the world, growing at over 100,000 people a year. We believe that these communities, often the most marginalised in London, are in desperate need to hear the gospel but are least likely to hear it in a way that they can understand. The world has come to London – we long to see the gospel taken to the world by working alongside churches to build bridges into communities where the hope of Christ can be shared. Why?

## Because London Needs Jesus!

Since 1835 the gospel has been at the heart of all we do. Together with London's churches we show God's love in practical ways and continually look for ways to share the good news of Jesus Christ with the least reached people in our capital. Our monthly team gatherings include testimonies of how God is working amongst the least reached people of the city, and our deep conviction is that much more needs to be done – and can be done - at this urgent hour for London.

**This is a unique opportunity to impact London with the gospel**

We are now looking to appoint a Head of Major Gifts who will play a key role in helping London City Mission achieve a sustained increase in our funds, enabling us to achieve our ambitious five year strategy: To share the gospel alongside the local church of London, equipping everyday Christians to lovingly bring a message of hope in Christ to those unlikely to otherwise hear it. It's a crucial and exciting time in the history and further development of London City Mission, and through this role the successful candidate will be able to make a difference in London for the salvation of souls and to the glory of God.

We are searching for a someone to lead our Major Gifts work who is driven by the conviction that **LONDON NEEDS JESUS**



# The context

Our Missionaries work with and partner with local churches to build relationships with people in their communities and share the transforming love of God in Jesus Christ. By God's grace, many people from diverse backgrounds, put their trust in Jesus and join his family, the Church. Our Missionaries carry and live out the gospel in London's neediest neighbourhoods where they live, work and worship.

To deliver our aspirations we have created clear lines of leadership, support and accountability for our entrepreneurial front-line mission teams. They are supported by our professional head office teams, and together we form one London City Mission team committed to the salvation of souls and the glory of God in London. As one mission team, we gather regularly to pray, train, and hear updates that encourage and inspire.

Graham Miller was appointed as CEO ("Chief Servant") in 2013, being the youngest London City Mission CEO since its founder, David Nasmith. We have an ambitious strategy for the future, reflecting our missional urgency. This places a greater intentional emphasis on partnering with churches to build up the Church in its evangelistic cross-cultural urban mission to people from communities of London where it is very unlikely they will have a Christian friend to share their faith, encourage them to read the Bible and invite them to church.



London City Mission currently has an annual turnover of approximately £7 million, which supports the work of approximately 70 in front-line missionary teams, 30 Mission Associates and 20 short-term placements, as well as our support teams at head office. We are also blessed to steward a portfolio of over 200 properties used for missional purposes, which includes a number of community based centres.

To support our ambitious strategy, we have an ambitious plan to grow our income to enable London City Mission to remain financially sustainable. We are, therefore, looking to appoint a Head of Major Gifts to help the Fundraising and Supporter Partnerships Directorate deliver targeted donation growth.

# Fundraising and Supporter Partnerships

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As part of our strategy we will increase the number of churches that we partner and engage with and we will broaden and deepen that engagement to inspire and resource them in mission. Our missionaries are increasingly required to lead, envision, and equip others in evangelism, as well as to be evangelists themselves.

Our ambition for growth and change in mission must be matched by an ambition to raise the funds we need to support mission and to enable London City Mission to remain financially sustainable. To do this we are committed to drive targeted donation growth by approximately 10% year on year.

Our highly committed Fundraising and Supporter Partnerships team will play a key role in this, working with our valued supporters and our missionaries, enriching current relationships and developing new partnerships. We have, therefore, recently invested in and developed our Fundraising and Supporter Partnerships team who are successfully taking forward our new fundraising strategic approach under the Direction of Rachel Wagstaff – Director of Engagement.

The Head of Major Gifts role provides a unique opportunity to have an impact on reaching London with the life changing truth about Jesus Christ. A more detailed Job Description and Person Specification is at the back of this brochure, but key to success in this role will be the ability to:

- Create rewarding partnerships with high net worth supporters of the greatest possible mutual value.
- Provide leadership to London City Mission in developing and managing relationships with individuals, trusts and corporates who have the capacity to make a significant financial difference in support of the ministry, providing them with inspiring opportunities to partner with London City Mission for the sake of the gospel.

A separate job description and person specification is included at the end of this brochure, setting out the role and the person we are looking for.



# Our values

All of this is done in line with a set of values that LCM have developed to shape the way we work and relate with each other, with the Church and with the people and communities we engage with. Our values are set out below.

We are passionate about sharing the love of God and good news of Jesus Christ with the least reached in London, and to do this in partnership with churches.

To help us do this, we have developed a set of values which shape the way we work and relate with each other, with the church and with people in the communities we engage with:

## **Rooted in Christ:**

Prayerfully dedicated to doing God's will and living His way, according to His word

## **Christ-Like Love:**

Looking not to our own interests but to the interests of others because we are united as brothers and sisters in Christ

## **God-Glorifying Excellence:**

Pursuing the best that we can be to glorify God and serve each other in all we do

## **Spirit-Inspired Courage and Perseverance:**

Standing firm, pushing through, paying the price for the sake of Christ and the gospel



# Statement of Faith and Conduct

## London City Mission Statement of Faith and Conduct

As Evangelical Christians we accept the following doctrines which we regard as crucial to the understanding of the faith, and which should issue in mutual love, practical Christian service and evangelistic concern:

- The revelation of the triune God given in the Scriptures of the Old and New Testaments and the historic faith of the Gospel therein set forth.
- The sovereignty and grace of God the Father, God the Son and God the Holy Spirit in creation, providence, revelation, redemption and final judgement.
- The divine inspiration of the Holy Scripture and its consequent entire trustworthiness, clarity and supreme authority in all matters of faith and conduct.
- The universal sinfulness and guilt of fallen man, making him subject to God's wrath and condemnation.
- The substitutionary sacrifice of the incarnate Son of God as the sole and all-sufficient ground of redemption from the guilt and power of sin, and from its eternal consequences.
- The justification of the sinner solely by the grace of God through faith in Christ crucified and risen from the dead.
- The illuminating, regenerating, indwelling and sanctifying work of God the Holy Spirit.
- The priesthood of all believers, who form the universal Church, the Body of which Christ is the Head and which is committed by His command to the proclamation of the Gospel throughout the world.
- The calling of all Christian people to a life of holiness and prayer according to the Holy Scripture.
- The expectation of the personal, visible return of the Lord Jesus Christ in power and glory.

# Additional Information

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## How to apply

To find out more about this role, and how to apply, please contact Christian Jobs who will be handling all applications for this role on behalf of London City Mission.

Your application, which should include a CV and covering letter explaining clearly your suitability for this particular role, should reach Christian Jobs by 16<sup>th</sup> July 2022. You will receive an acknowledgement within 2 working days and an outcome from your application within 10 working days. First round interviews will be held week commencing 25<sup>th</sup> July (other dates available by prior agreement).

We may interview applicants before the closing date.

Christian Jobs can be reached at the following:

Christian Jobs  
[joe.santry@christianjobs.co.uk](mailto:joe.santry@christianjobs.co.uk)  
+44 (0)161 946 3550

For shortlisted candidates the selection process will include two stages, each involving a panel interview with senior LCM colleagues who will prayerfully assess and seek to discern the selection of the right candidate.

Further details of the interview process and dates will be sent to short-listed candidates.



## Job Description

<b>Job Title:</b>	Head of Major Gifts
<b>Department:</b>	Fundraising and Supporter Partnerships
<b>Reporting to:</b>	Director of Engagement
<b>Responsible for:</b>	Key Partnerships Fundraising Manager & Strategic Projects Fundraising Manager
<b>Location:</b>	Head Office, 175 Tower Bridge Road, London with significant flexibility supporting working from home - this role will involve occasional UK travel

### About us

At London City Mission, we are passionate about sharing the love of God and the good news of Jesus Christ with those otherwise unlikely to hear, and to do this in partnership with churches.

To help us do that, we have developed a set of values which shape the way we work and relate with each other:

#### **Rooted in Christ**

We are prayerfully dedicated to doing God's will and living in His way, according to His word

#### **Christ-like Love**

We look not to our own interests but to the interest of others because we are united as brothers and sisters in Christ

#### **God Glorifying Excellence**

We pursue the best that we can to glorify God and serve each other in all we do

#### **Spirit-Inspired Perseverance and Courage**

Standing firm, pushing through, paying the price for the sake of Christ and the gospel

### **Purpose of role:**

To create rewarding partnerships with a diverse range of key supporters of the greatest possible mutual value. Provide leadership to London City Mission in developing, sustaining and managing relationships with individuals, trusts and corporates who have the capacity to make a significant financial difference in support of LCM, creating bespoke opportunities to partner with London City Mission for the sake of the gospel.

### **Responsibility for:**

#### **Fundraising and Supporter Partnerships Team (FSP)**

- As part of the FSP management team contribute to the development of the overall fundraising messages and strategy
- Support the delivery of the fundraising strategy, working across the organisation and through conversations at director & trustee level
- Deputise for the Director of Engagement as required



## Key Supporters, Trusts and Corporates

- Working with the Director of Engagement and the Major Gifts Team, develop and lead London City Mission's major donor, trusts, and corporate and legacy fundraising strategies
- Build strong relationships with supporters, helping new and existing key supporters understand how their support makes a difference
- Grow income from major donors, trusts and corporates – achieving agreed targets for fundraising income and legacy pledges
- Lead a team, including utilising external expertise where appropriate, to plan and implement a bespoke engagement and stewardship programme (with planned and tracked actions) that ensures individuals, trusts and corporate supporters develop a strong connection with London City Mission
- Manage direct reports in line with LCM values providing encouragement, and oversight, giving feedback and coaching as appropriate
- Identify possible likely donors and provide them with a warm and compelling invitation to explore partnering with London City Mission
- Develop and manage relationships with active major donors, regularly communicating LCM's vision and plans, with a passion for and understanding of, the gospel message. (There will be an expectation from major donors – as evangelical Christians – that this role is also an evangelical Christian and it is likely there will be conversations around personal faith.)
- Support London City Mission staff in the building of relationships with Key Supporters, Trusts and Corporates
- Co-ordinate the Major Donor programme within the Fundraising and Supporter Partnerships Team, CEO, Director of Church Networks, Trustees, specialist consultants and the wider organisation
- Report regularly on progress against agreed fundraising targets
- Manage supporter events to create an experience which adds value and builds loyalty in the relationships between London City Mission and its supporters
- Ensure excellent use of the CRM database by themselves and direct reports – i.e. it is compliant, supportive of other teams and analysis or interpretation leads to positive action.

### Organisational

- Represent LCM at external events, including some Sundays and at a conference each year

### Providing support for:

- Strategic planning of communications and supporter relations
- Identifying communications opportunities and developing content
- Market research, analysis, intelligence and reporting
- Business planning and annual financial planning
- Development of relationships with key churches
- All activities and projects within the Fundraising and Supporter Relations Team.

### Expected Standards

Employees are expected to:

- Fully participate in the spiritual life of the organisation including attending the annual week of prayer, monthly Team Days and weekly/daily staff prayer meetings.
- Take due care of their own Health and Safety and that of others in their working environment.
- Ensure compliance with General Data Protection Regulation principles and practice.
- Be an advocate for and role model LCM values.
- Be a committed member of a local church whose leadership are willing to commission you for this role.



## Qualifications and experience

### Essential

- Experience of developing and delivering fundraising strategies
- ☑ Proven successful experience of fundraising from high net worth individuals with a strong track record of securing major gifts from individuals
- Proven experience of developing and managing relationships with high-net worth individuals, including face-to-face relationships
- Experience of managing teams and projects, with experience of successfully working collaboratively
- Experience of producing engagement and stewardship plans, funding proposals and impact reports
- Ability to inspire and motivate a team around London City Mission's cause – sharing the good news of Jesus with those people from communities otherwise unlikely to hear
- Ability to inspire and motivate individuals to support London City Mission, passionately communicating the charity's mission of sharing the gospel with those on the margins
- Strong verbal and written communicator, with a high level of influencing and interpersonal skills
- Educated to degree level or able to communicate and rationalise at that level
- Strong organisational capacity and attention to detail
- Experience of using CRMs and MS Office
- A practising, evangelical Christian and inspired by London City Mission's vision and values.

### Desirable

- Experience of fundraising from trusts and/or corporates
- Experience of legacy fundraising
- Experience of organising events
- Experience of fundraising for a Christian charity and developing resources for Christian audiences
- Experience successfully developing a case for support
- Network of contacts in UK Evangelical Church
- In-depth understanding of the UK Evangelical Church.

## OCCUPATIONAL REQUIREMENT

London City Mission is an organisation committed to preaching the Christian gospel of Jesus Christ to the people of London.

The Head of Major Gifts is responsible for managing relationships with evangelical churches and individual supporters who are predominantly evangelical Christians and support LCM on the basis of their faith. It is essential that the job holder personally owns, communicate and implement the aims and objectives of the Mission. A strong part of building connections with potential and active donors are conversations about personal Christian faith and, sometimes, requests for prayer are made as part of those relationships. The Head of Major Gifts will also need to have a good understanding of the Bible gained by regular involvement in Christian community and how this informs Christian involvement in gospel work – this will also form part of the conversations with potential and active donors.

Based on the above factors we consider there is a prima facie case for an OR that this person be an evangelical Christian.

All employees of the Mission are required to abide by the London City Mission's Statement of Faith and Conduct and to work and behave in a manner which is consistent with the ethos of LCM.

**This job description does not form part of a contract of employment**

## **Some of the benefits we offer you**

Salary: up to £50,000 depending upon experience

25 days annual leave, plus bank holidays and 3 days in between Christmas and New Year

Employer contribution of 11.5% of salary into a pension scheme

London City Mission is committed to the wellbeing of our staff and we provide a range of measures to support and improve staff wellbeing

Participation in monthly team days, annual week of prayer, and regular prayer meetings



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