



Supporter Development Fundraising Lead



Introducing TLG...

Transforming Lives for Good (TLG) is a national charity that helps churches to bring hope and a future for struggling children. That means getting alongside struggling children, providing practical support in and out of school and connecting with home to bring hope and a future.

All over the UK, children are struggling in school for all kinds of reasons and many families are suffering without hope. Nationally, the latest statistics show that:

- Children living in poverty are 4 times more likely to get a permanent exclusion from school
- More than two thirds of the current prison population were excluded from school
- One in six 16-24 year old 'NEETs' (those not in Education, Employment or Training) die within ten years of falling out of the system
- 1.5 million children are entitled to free school meals in the UK

But there is hope.

It comes through the local church making a real difference in their community. TLG is passionate about bringing a practical approach that goes way beyond education and works to build strong connections between local churches, families and schools. At TLG, we have a big vision to make the difference in as many children and families lives as possible. We are transforming lives for good!

Culture and Values

At TLG, our work is our vocation, giving us a rich sense of purpose. We also believe work can be a great experience and enable people to grow into their full potential. In fact, we are recognised nationally as an exceptional place to work. In 2019, we were named the best charity to work for in the UK by the prestigious Sunday Times Best Organisations to Work for.

This special award highlights all the positives about working at TLG! We love to look after our team and here are some of the great benefits we offer:

- Fun team times away
- Retreat days for staff
- Generous holidays and flexible working arrangements
- Above and beyond recognition for high-performing staff
- Support for staff with counselling and coaching
- Contributions towards training and professional qualifications

Our Values

Holding to these values is vital to the way we accomplish our work:

- **Greater Transformation**
Relentlessly focussed on the main thing (TLG's mission and vision), energised by the challenge, and deliberately missional.
- **Relational Leadership**
Bringing out the 'gold' in others, 'leaning in' when it's relationally tough, and humble yet courageous
- **Local Church**
Celebrating the Church, grace and patience in partnership, and rooted in the local church community
- **Excellence Every Day**
Joyfully exceeding expectations, learning from failure, and knowing uncertainty doesn't throw us
- **Vibrant Faith**
Nurturing our own walk with God, following Jesus together even when it's tough, and realising work is mission – so much more than a job





Job Description

- Location:** National Support Centre, West Yorkshire (with flexibility throughout the working week meeting TLG's minimum requirement of 40% of working hours in the office)
- Salary:** £35,802 - £38,723 per year plus up to 10% pension employer contribution
- Hours:** 37.5 hours per week (including regular evening and weekend work)
- Reporting to:** Head of Marketing & Audience Engagement

Purpose of the Role

All over the UK, children are struggling in school for all kinds of reasons and many families are suffering without hope. The effects of being in the care system, bullying, bereavement, family breakdown and poverty can have a huge effect on a child's life. Some children may be struggling with a lack of confidence, have no positive role models, or just need someone to turn to. **But there is HOPE.** Imagine if the local church across the country came alongside every struggling child and their families, just how different their future could be. At TLG, we have a big vision to bring hope to as many children and families lives as possible, but we need the resources to do it! Fundraising at TLG is an important function, as we seek to tell stories of children's lives transformed and find donors who share our vision.

The Supporter Development Fundraising Lead will play a crucial role. We are looking for a high energy, passionate fundraiser who is highly relational. You will work towards the income targets including regular, one off and mission pot donations. In addition, you will understand goals that work together with income, including acquisition and stewardship targets, applying your strong knowledge of the Code of Fundraising Practice across all our activities and ensure we work in a compliant way.

The ideal candidate will be familiar with fundraising methods including prospecting, research, making initial contact, and growing a connection to our movement through one-to-one conversations and other communications channels. We're looking for somebody who is highly organised and able to deliver events from concept to finish. You will also be a team player, able to engage and motivate other team members to get on board with fundraising and bring their expertise to the process.

Role Context

The Supporter Development Team manages and grows an income of £1 million each year from individuals and churches including over 2,000 regular givers. We are looking for a talented and driven fundraiser to join our highly creative and ambitious team as we seek to increase our income. The Supporter Development Fundraising Lead will manager the Key Supporter Relationship Manager and Speaker Team Lead to engage and ask donors for gifts. Fundraising activities at TLG include national partnerships, phone call campaigns, events, exhibitions, dinners, staff engagement, relationship management, and campaigns. The role will report directly to the Head of Marketing and Audience Engagement and will also work closely with the Supporter Care Team and the Communications Team.

The Supporter Development Team is part of the wider National Development Department, consisting of five teams that develop and grow the UK-wide reach of the charity. Whether engaging churches, supporters, corporates or the press, the National Development team are passionate champions for the work, inspiring partnerships that will enable TLG to transform thousands more young people's lives in the years ahead.

Job Tasks

Leadership of Income Generation

- Develop and deliver charity wide generation of new and increased monthly Hope Giver donations in order to achieve significant income targets.
- Personally make regular calls to supporters to increase income, secure their attendance at events and to build relationships.
- To lead both churches and individuals to support the charity financially.
- Lead a range of fundraising projects and initiatives to significantly increase TLG's one-off individual voluntary income.
- Lead target setting for specific fundraising activities by using pipelines to predict one off and regular giving income targets.
- Manage and develop fundraising data on Microsoft Dynamics (training will be given) including segmentation of fundraising data and reading key dashboards.
- Ensure all fundraising is compliant and meets standard practices, engaging fully in the audits process each year.
- Project manage, deliver and maximise participation in TLG's Fundraising Dinners and online fundraising events. This will involve travel and time away managing and relationship building at events.
- Be involved in the legacy giving strategy to increase legacy giving.
- Utilise TLG's Therapeutic Support Training to unlock new income and brand awareness.
- Recruit, manage and develop TLG's evening call team, when budget allows. The phone team can consist of up to 6 people, to gain new donors, increasing existing participation and thank supporters.
- Support fundraising from specific supporter groups, including staff, volunteers, supporter fundraising events and the National Speaker Team.

Strategic and Team Leadership

- Lead relationally, modelling TLG culture, investing in team members and developing a team dynamic that is fun, empowered, ambitious, hopeful, and achieves goals together in faith.
- Leadership and management of the Supporter Development Team, with responsibility for the National Speaker Team Leader, Key Supporter Relationship Manager and ad hoc Supporter Phone Team.
- Inspire and lead a culture of staff involvement and passion for fundraising and advocacy across the organisation.

- Lead and strengthen strategic relationships with external stakeholders to increase awareness of TLG and participation in our work, with a particular focus on Christian organisations and events.
- Champion a vibrant fundraising culture, influencing TLG managers and leaders to maximise our impact.
- Maximise systems and processes in the team to improve project ROI and to champion fundraising, excellence & GDPR standards within National Development.

Influence & brand awareness

- Oversee projects to increase awareness of TLG and consequently the number of new supporters in the Supporter Development pipeline.
- To get the word out like never before through building strategic partnerships and maximising TLG's presence at events and exhibitions.
- Proactively and strategically seek to engage new audiences in the work of TLG.
- Manage all aspects of TLG's exhibition, café and event programme including partnership delivery, project management, operational delivery, volunteer recruitment and volunteer team leadership at events.
- To provide support to other team members (for example, with church visits, TLG training events, campaigns and church partnership events).
- To be involved in writing compelling copy across a range of platforms to increase donations.

Wider Department / TLG involvement

- Participate in and support special evening appeal calling.
- Attend exhibitions, dinners and events each year (as required) as part of the National Development team, which may include weekends or a full week away and includes travel.
- Attend, fully participate in and, on occasions, lead daily Christian devotionals and times of worship for the staff team.
- Be aware of the opportunity to participate in residential trips, involving children from the programmes that TLG are a part of.
- Actively promoting TLG's regular giving scheme and recruit a number of individuals to become regular 'Hope Givers'.
- Attending TLG's Staff Conference three times a year. This includes active participation in corporate Christian prayer and worship and the opportunity to share faith testimonies of young people involved in TLG's programmes.

Additional Responsibilities

- Attend, fully participate in and, on occasions, lead daily Christian devotionals and times of worship for the staff team.
- Attend TLG's Staff Conference three times a year. This includes active participation in corporate Christian prayer and worship and the opportunity to share faith testimonies of young people involved in TLG's programmes.
- Be prepared and willing to represent TLG at external events, including Christian exhibitions and festivals, church talks, etc.
- Participate in and promote residential trips, involving children from the programmes that TLG are a part of. This includes Faith Residential trips, where young people have an opportunity to explore the Christian faith for themselves.
- Actively promote TLG's regular giving scheme and recruit a number of individuals to become regular 'Hope Givers'
- Take on additional responsibilities for tasks as the role adapts.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> A good level of general education, including GCSE Maths and English plus A-levels or equivalent. 	<ul style="list-style-type: none"> Certificate in Fundraising, or a relevant events, fundraising, business or marketing degree Educated to degree level Member of the Insitute of
Skills and Knowledge	<ul style="list-style-type: none"> Proven dynamic leadership ability Enjoy setting targets and working in a target driven environment Excellent strategic planning skills; able to balance competing priorities Ability to build strong, dynamic, effective teams Ability to manage donor information using electronic (e.g. CRM databases) and related paper systems Excellent communication skills, both written and verbal Seek and receive feedback and act upon it in a constructive manner Ability to simultaneously balance attention to detail and top level strategy Ability to apply creativity and initiative to your work 	<ul style="list-style-type: none"> Proven line management responsibility for one or more direct reports Has understanding and confidence in how to negotiate well Knowledge of children, youth and/or education sector Knowledge and appreciation of the role of the faith sector within the wider charitable landscape
Experience	<ul style="list-style-type: none"> Direct experience of a fundraising role Successful track record of leading donor acquisition, or success in a sales context Experience of organising events Experience of pioneering new initiatives Use of IT systems – Microsoft and others Office experience in a role requiring meeting deadlines and reporting against targets Evidence examples of problem solving Shows ability to build good working relationships at all levels 	<ul style="list-style-type: none"> Evidence of high-quality report-writing Experience working in a busy, high-pressured environment Experience of managing volunteers Experience of working with important stakeholders

Christian Lifestyle

- Commitment to actively pursue the on-going personal, professional and spiritual development of themselves and colleagues in order to enhance the contribution to TLG.
- Attends and participates where possible in prayer meetings and staff conferences
- Able to work sensitively with those of different cultures and faiths whilst having their own strong and vibrant Christian faith
- Commitment to Equal Opportunities.
- To be an active part of a church family.

- Showing faith in action through personal example of volunteering in a community project

Additional

- The applicant plays an active part in promoting the work of TLG including the recruitment of individual regular donors through TLG Hope Giver scheme.
- Provide 3 referees - one referee must support applicant's Christian commitment.
- Provide evidence of suitability to work in the UK and appropriate qualifications.
- That the applicant lives within a reasonable commuting distance.
- Provide evidence of suitability to work in the UK and appropriate qualifications.

- Can evidence an online personal network through social media

Application Process

All applicants are directed to apply online through our website www.tlg.org.uk/jobs.

Please go to our jobs page, and then download the application pack by entering your details. You will then be able to access an online application form which you can work at online at any point, and your details will be saved every time you log off. Please specify clearly how you meet the person specification (using the headings provided in the person specification), with special emphasis on how your faith relates to all aspects of your working life.

If you have any problems with the online application process, please contact recruitment@tlg.org.uk and someone will get back to you as soon as possible.

We would welcome applications from candidates from diverse backgrounds to enable us to better reflect the needs of the communities we serve.

Please head to www.tlg.org.uk/jobs for information on the closing date and date of interviews for this role.

recruitment@tlg.org.uk
www.tlg.org.uk

