

## Job Description – *Fundraising Manager*

### All Souls Serve the City

All Souls Serve the City (ASSTC) is a new charitable incorporated organisation (CIO), based at All Souls Church bringing together a breadth of ministries serving those who are vulnerable. Our vision is to see all in London flourish in body and soul. We do this by offering the message and ministry of Jesus, focusing on those who are isolated, overlooked and exploited due to their stage of life or their circumstances. Our ministries reach out from the All Souls parish, to Westminster and beyond. Each ministry is rooted in our values of love, honour and service. Loving the city and all who are in it, we love because He first loved us. Honouring and respecting all others as God's image bearers, we seek to honour others above ourselves. We serve as Christ served us, joyfully and sacrificially.

**Demonstrating our love for one another and for the city, we seek to** bring gospel hope and biblical truth to those who find themselves homeless, women involved in the sex industry including those who are trafficked and exploited, school children and seniors. Each ministry is **rooted and connected into the life of the church**, at Langham Place or at our Cleveland Street location. We long to be a people who are all for Jesus, who are transformed by his love, and who take up our cross and follow him (Philippians 2:5-8). We **seek to be a church** that is known for 'loving our neighbours' and caring for them well.

### Role outline:

Job Title: Fundraising Manager

Band: 6, £34,659 + £3,940 LLA (pro rata), 2 year fixed-term contract

Department: All Souls Serve the City

Location: All Souls Clubhouse, 141 Cleveland Street, London W1T 6QG

Hours: 28 hours per week; would consider 21 hours as well (may require very occasional evening hours and weekends; some remote working may be possible)

Reports to: Director of ASSTC

Probationary period: 6 months

Annual leave: 25 days per year (pro rata)

### Key Relationships:

Line managed by:

- Director of ASSTC

Direct Reports:

- None at present

Other key relationships:

- All ASSTC staff (including the managers of each ministry, in particular), Trustees, serving partners/volunteers, and the All Souls Ministry/Admin/support team, particularly the Finance Department and the Communications Team, along with external funders, potential funders, and agencies

### The Role

- Oversees the development and implementation of all fundraising strategies
- Takes the lead for all aspects of fundraising, including identifying, cultivating and approaching prospects and securing donations, according to key performance targets and goals, including the tracking of all gifts and all communications
- Develops and implements a communication plan for providing effective and persuasive reports and communications to donors, supporters and prospects.

- Researches prospects, establishes priorities for solicitation and leads on executing strategies for cultivating and soliciting donations.
- Develops a stewardship program to recognise philanthropy, assures accountability to supporters, cultivates deeper ties with donors, and reports regularly on the progress of fundraising

This is an exciting time to be coming on board as a Fundraising Manager for All Souls Serve the City. We have a good number of faithful donors who are committed to the different ministries of ASSTC and we are eager to steward these relationships well and expand our donor base in the coming years.

In collaboration with the ASSTC Director and Ministry Heads, the Fundraising Manager will create and lead the delivery of the fundraising strategy to raise the revenue funding required to support ASSTC's general fund and develop the four ministry streams:

- ASLAN- serving those who find themselves homeless or vulnerably housed
- Schools work - serving children at the All Souls Church of England Primary School
- Senior Care- serving the senior members of our community
- Tamar - serving people exploited in the sex industry

As a generic fundraiser, you will bring demonstrable fundraising skills and experience and a proven track record of initiating and securing major gifts from grant funders and individuals. In addition, you must be flexible and entrepreneurial, and excited by the opportunity to help to shape the future of ASSTC.

You will be responsible for developing and maintaining excellent relationships with funders, including public, private, corporates, individuals, trusts, foundations, and legacies, and will create and implement imaginative and successful fundraising initiatives to attract a wide range of supporters. This position will engage with, manage and oversee the use of fundraising software, provide analyses and data for reports, and participate in the design and execution of special events. The Fundraising Manager will also play an important role in realising the ongoing vision for ASSTC, both at a strategic and operational level.

#### Person Specification:

<i>Attribute</i>	<i>Essential</i>	<i>Desirable</i>
<i>Education/Qualifications</i>	<ul style="list-style-type: none"> <li>• University graduate or equivalent</li> </ul>	<ul style="list-style-type: none"> <li>• Certificate or Diploma in Fundraising</li> </ul>
<i>Experience &amp; proven skills</i>	<ul style="list-style-type: none"> <li>• Significant fundraising experience, from a range of income streams</li> <li>• Proven success in personally securing substantial gifts from public funders, charitable trusts and foundations, corporates and/or individuals</li> <li>• Experience of devising cultivation and solicitation strategies and successfully managing a portfolio of senior level prospects</li> <li>• A practical understanding of what motivates people to give, and current thinking in the area of philanthropic giving, as well as an understanding of development strategies.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience working with Donorfy</li> <li>• Experience of working in the ecclesiastical sector</li> <li>• Experience of managing events</li> </ul>

	<ul style="list-style-type: none"> <li>• Experience of writing effective and convincing applications/requests.</li> <li>• The ability to draft excellent fundraising materials.</li> <li>• Excellent communication skills (both orally and in writing), highly organised, keen attention to detail and an ability to build collaborative relationships both within the organisation and with supporters</li> <li>• A sound knowledge of UK legacy giving</li> <li>• An understanding of Data Protection legislation as it relates to fundraising</li> <li>• Sound financial acumen and budget management skills</li> <li>• Computer literacy and the ability to manage databases</li> <li>• IT &amp; word processing skills (Google docs, MS word, excel, powerpoint, and mailchimp)</li> </ul>	
--	---	--

<i>Personal qualities</i>	<ul style="list-style-type: none"> <li>• Whole life disciple wanting to know Christ more and grow in grace, obedience and Christ-likeness themselves</li> <li>• Having a servant heart and seeking to live a life of Christian integrity</li> <li>• Committed evangelical Christian in full sympathy with the vision, mission and values of All Souls Serve the City, All Souls Church and the Evangelical Alliance Statement of Faith</li> <li>• Having an entrepreneurial spirit and a flexible approach with a positive attitude to change</li> <li>• Having a 'can do' attitude and the ability to think and plan ahead and use initiative to deal with challenges that arise</li> <li>• Excellent organisational and time management skills which demonstrate an attention to detail, an ability to prioritise, an ability to follow-through, and an ability to balance the demands of the role</li> <li>• Highly responsible with the ability to work with absolute discretion, tact and confidentiality</li> <li>• Resilient, with an ability to handle pressured situations with calm, tact and wisdom</li> <li>• Enthusiasm for evangelism and social action projects</li> <li>• Committed to self care and pursuing a healthy work-life rhythm</li> <li>• A flexible, collaborative team player</li> <li>• Ability to reflect and be self aware of one's own boundaries and limits</li> </ul>	<ul style="list-style-type: none"> <li>• Lives within London (in one of it's 32 local authorities or in the City of London)</li> <li>• An active member of All Souls Church</li> </ul>
---------------------------	---	--

### Leadership and Planning

- Actively work with the Director and Ministry Heads to create a fundraising strategy and a comprehensive development plan to raise the revenue funding required to support ASSTC, its operations and its programmes of activities
- Craft a major donor campaign that begins with Board Members and volunteer networks
- Participate in planning and executing special events (including donor recognition opportunities) with staff and volunteers
- Identify and creatively design new fundraising initiatives (i.e. legacies) to generate substantial income in line with the strategy
- Prioritise initiatives as appropriate in collaboration with the Director and Ministry Stream Heads, and, where appropriate, create a timetable of development activities, initiatives and events
- Lead the implementation of the agreed strategy within budget
- Develop plans for approaching each of our target groups, to include Trusts and Foundations, corporate supporters and sponsors, individuals (including high net worth individuals, patrons, friends, etc)
- Develop and agree with the Director budgets and targets for all fundraising activity

### Fundraising

- Oversee the plans for approaching each of the target groups identified above to meet or exceed budgeted targets
- Work with each of the Ministry Heads to enable a good understanding of the fundraising process and help them achieve agreed fundraising targets, liaising with the Director to provide/agree training where necessary
- Work closely with the Director, Board, Ministry Heads, and volunteers to identify, cultivate and approach prospects and secure donations, and arrange and attend meetings with prospects and others as appropriate
- Research prospects (whether corporate, foundations or individuals) and supply effective briefings to the Director and Ministry Heads as appropriate to support their 'asks'
- Take the lead on drafting high quality grant applications/letters of request and all related documentation
- Oversee and use Donorfy to record fundraising actions for the acknowledgement of donors and manage an efficient and appropriate system for acknowledgements and thanks
- Offer creative ideas about how to attract support from a wide range of donors, from local residents and supporters, to prospects who will be inspired to support ASSTC and its ministry streams and activities

### Communications

- Develop and implement a plan for providing effective and persuasive reports and communications to donors, supporters and prospects, in collaboration with the ASSTC Director
- Support the ministry teams on the delivery of an effective communication strategy including social media
- Oversee responses to day-to-day enquiries received from donors/prospects.
- Overall act as a valuable and enthusiastic ambassador and advocate for ASSTC

### Research, Cultivation, and Solicitation

- Research prospects and establish priorities for solicitation
- Manage and execute strategies for cultivating and soliciting donations
- Maintain ongoing relationships with major donors, either directly, or in conjunction with the Director and Board
- Implement plans for maintaining a base of small, annual individual donors
- Work to raise the giving levels of all donors
- Plan and budget for creative and effective fundraising events to secure support and maintain support and oversee the implementation of these events within budget
- Assure that Donorfy is properly managed and kept up to date

- Monitor all donor information and provide statistical analyses for the Director when required

#### Stewardship and Reporting

- Develop and implement a stewardship program to recognise philanthropy, assure accountability to supporters, and cultivate deeper ties with donors
- Monitor and report regularly on the progress of fundraising for ASSTC and its ministry streams
- Ensure that all systems and processes required for successful fundraising are in place (including appropriate record keeping, donor research and statistical reporting), maintained, updated and co-ordinated effectively through the use of Donorfy
- Report use of funds and impact of gifts to all donors
- Liaise with the Finance Department on reporting of all gifts and support, processing of invoices, receipts, etc, to ensure all income is handled as tax effectively as possible; and to ensure that the Director and Ministry Heads have effective fiscal compliance and due diligence processes in place at all times
- Ensure ASSTC is compliant with the Data Protection Act, and other relevant rules and regulations

#### Other

- To work as a collaborative member of the team and make a positive contribution to the effectiveness, development and growth of the organisation
- To be flexible to adapt to the changing needs of the organisation and the role
- To actively support the values and vision of ASSTC and its different ministries
- To maintain and extend your personal professional skills and to undertake training as required
- To carry out any other duties as may reasonably be requested by the Director
- To maintain high levels of discretion and confidentiality at all times

DBS Clearance may be required and safeguarding training will need to be undertaken.

You may from time to time be required to undertake other duties consistent with your position.

Three months' notice should be given by staff terminating employment.

#### **Applications**

Applications should be forwarded to: [recruitment@allsouls.org](mailto:recruitment@allsouls.org)

Applicants should enclose a completed application form, a two-page (max) CV (with the names and contacts details of two referees, one of whom must be the applicants most recent employer), together with a one page cover letter setting out why the applicant feels they are suited to the post and also stating what the applicant thinks s/he can bring to the role.

Closing date for applications is 12 noon on Friday 13th January.

Interviews will be held at 141 Cleveland Street, London W1T 6QG on Wednesday 18th January.

Please note that we can only consider applications from candidates who have the legal right to work in the UK.

6 Jan 2022