

## JOB DESCRIPTION



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<b>Job Title</b>	Head of Fundraising
<b>Team</b>	Fundraising
<b>Reports to</b>	Director of Operations
<b>Location</b>	Homebased with regular travel to CCT offices and sites
<b>Salary</b>	£42,000 - £45,000 depending on experience plus pension and benefits
<b>Duration</b>	Permanent
<b>Normal Working Hours</b>	36 hours per week, Monday to Friday, with occasional evening and weekend working

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### Introduction to Churches Conservation Trust

The Churches Conservation Trust (CCT) is a national, independent charity that cares for over 350 irreplaceable historic church buildings in England. We work with local communities to bring back to life churches that have suffered years of neglect, and create centres of activity that are valued once again by local people. We also promote the value of historic church buildings to national and international audiences, and encourage support through events and tourism.

Over the last eighteen months we have grown audience engagement through online events and digital activity, welcoming many more younger and international members. On the back of that success, we plan to continue growing our supporter base, and we are excited about the potential to widen audience reach, to increase support for sustaining individual churches and their communities.

### Overall job purpose

The Head of Fundraising will further develop CCT's Fundraising, building on the recent success of CCT's growth in audience engagement. By leading and inspiring a Fundraising team to harness momentum, the role will maximise the potential for further growth, with a national overview, but will also explore potential in international fundraising. The Fundraising team works closely with the Communications team and the Head of Fundraising, along with their team, will work together with the Communications team to amplify the case for support and inspire giving. Currently there are three fundraising staff in addition to the Head of Fundraising and there is potential to grow the team. Reporting to the Director of Operations, the Head of

Fundraising will be responsible for achieving ambitious fundraising targets and for setting their own team's objectives.

This role within CCT offers an exciting opportunity for a fundraising professional, with a passion for England's built heritage, to make a significant impact. Over the next three years of CCT's current strategic period, as the organisation delivers flagship NLHF funded projects, the Head of Fundraising will articulate the impact of these projects, and continue developing a strong case for support. As well as sustaining existing fundraising income from grants, trusts and foundations, legacies, and individual giving, the role will be responsible for advancing local support and increasing fundraising across CCT's England wide estate. With their team, the Head of Fundraising will support and enable three regional teams so that the whole community support network of CCT is empowered to drive forward fundraising. This reflects an organisational wide aim to build a collaborative fundraising culture, and ensure CCT's buildings at risk are sustained for the appreciation and benefit of future generations.

### Key relationships

Internal	External
<ul style="list-style-type: none"> <li>• Members of the Fundraising team including Fundraising Manager (Grants and Capital Campaigns) and Fundraising Officers</li> <li>• Members of the Communications team including the Communications Manager, and Digital Media and Communications Officers.</li> <li>• Director of Operations.</li> <li>• Chief Executive and members of the Senior Management Team.</li> <li>• Board of Trustee members</li> <li>• Regeneration, Regional Conservation and Finance teams and volunteers</li> </ul>	<ul style="list-style-type: none"> <li>• Major individual, and Trust and Foundation supporters</li> <li>• Corporate partners and sponsors</li> <li>• National Lottery Heritage Fund grants officers</li> <li>• Church of England contacts</li> <li>• Department for Culture, Media and Sport contacts</li> <li>• External agencies</li> </ul>

### Key duties and responsibilities

- Further develop CCT's Fundraising strategy, working with the Senior Management Team to set, implement and monitor income and expenditure, and budget for the financial year.
- Develop a compelling case for support that will reflect the CCT's ambitions to grow activity and articulate impact.
- Devise a major giving plan and corporate fundraising strategy, working with SMT and Board members to initiate and develop key fundraising relationships, and recruit HNWI's to support the work of the charity.
- Lead fundraising and income generation for flagship projects, including NLHF projects, supporting the Fundraising Manager (Grants and Capital Campaigns) to assess project impact and complete reporting on grant funded activity, and work with the Regeneration Team to develop effective and appropriate fundraising content to build into funding proposals and products.
- Lead on the creation of individual fundraising appeals and setting targets.
- Oversee the development and use of effective fundraising products in the CCT 'Shop' including from the existing CCT books and prints.
- Oversee legacy marketing and lead on the generation and management of legacy pledgers.
- Oversee the creation of fundraising collateral including leaflets, newsletters, posters, and ensure a 'sign-off' process is in place before collateral goes to print.
- Manage and develop the CCT's national and international membership and regular donor strategy.
- Ensure that funders' requirements are met, including the management of reporting to donors. Work with the Finance team to ensure restricted donations and designated funds are managed according to funders.
- Ensure that appropriate fundraising policies are in place including a regional fundraising policy, major donor giving policy. Ensure CCT is compliant with the Charity Regulator fundraising code, and correctly follows the Gift Aid scheme.
- Support CCT's selection and implementation of a new CRM, overseeing proper ongoing use and ensure CCT is compliant with GDPR.
- Work with Fundraising team members to set targets and KPI's; undertake team member performance development reviews in line with CCT HR policy.
- Line manage the Fundraising Manager (Grants and Capital Campaigns), overseeing their work to research, develop and manage relationships with existing and potential funders; ensuring proposals and funding applications are in line with the case for support.
- Line manage the Fundraising Officers
- Work with the Communications Manager to create a Fundraising Communications plan, in line with the Fundraising Strategy and monitor and evaluate outcomes of the plan, developing it in response to changing circumstances.
- Contribute to the content of press releases ensuring consistency with fundraising
- Work with regional teams to ensure that key messages are woven into local fundraising activity and event marketing.
- Act as an advocate and spokesperson for CCT at presentations, events and meetings. Make presentations about the organisation and its activities at fundraising events, conferences, seminars etc.

## **Key criteria for success**

After 6 months in post, the successful candidate will have:

- Further developed and agreed with Senior Management Team (SMT) CCT's Fundraising and strategy, and identified additional support that may be necessary in order to deliver the strategy.
- Developed the case for support and written the first iteration ensuring its key messages are woven into CCT's communications.
- Established good working relationships with the Communications, Regeneration, Conservation, Regional and Finance teams and other key local volunteer representatives.

**N.B.** This job description is not all encompassing. Over time the emphasis of the job may change without changing the general character of the job. Your duties may be reviewed from time to time and revised and updated in consultation with you to reflect appropriate changes.

## **Person specification**

You are likely to have developed your portfolio of fundraising skills over time in a national or international charity and can demonstrate considerable experience in increasing fundraising income, particularly in securing five and six figure donations.

You will have experience of line-managing junior fundraising staff and are looking for more managerial responsibility. As a graduate, you will have taken opportunities to improve your professional competence.

## **Required Skills and Qualities**

- The ability to create a clear strategy, and set goals to implement it.
- Strong written skills that will influence funders, and strengthen a case for support.
- Creative flair that can be harnessed into practical, entrepreneurial fundraising activities.
- Ability to develop compelling written and verbal communications to both internal and external audiences.
- Ability to manage third-party suppliers cost effectively.
- Ability to create and maintain positive working relationships with senior level staff in commercial and not-for-profit enterprises.
- Ability to work across functional boundaries and make valued contributions outside of your own area of responsibility.

## **Knowledge and Experience**

### ***Essential***

- Line managing staff and team building in a forward-looking organisational environment.

- A track record of developing and implementing successful fundraising plans for individual giving.
- Experience of digital fundraising developments.
- Intimate understanding of the creative processes that make a case for support, meaningful donor value propositions and attractive visual identity.
- Knowledge of fundraising databases and how data can support improved donor targeting, cultivation and stewardship.
- Financial acumen to set realistic budgets and performance forecasts.

### ***Desirable***

- Experience of fundraising for the heritage sector.
- Experience of event management and knowledge of fundraising events.
- Experience of managing NLHF funding applications and managing reporting to NLHF on projects funded by them.
- Knowledge of corporate fundraising.
- Knowledge of measuring impact and working with outside agencies to measure impact.
- Awareness of approaches to fundraising in the Church of England.

### **Applications**

If you would like to apply for this role, please select the red 'Apply Now' button. You'll be asked to submit a CV and a short supporting statement (max 2 sides A4) outlining how you fulfil the person specification for this post.

If you have any questions, please contact us at [recruitment@thecct.org.uk](mailto:recruitment@thecct.org.uk)

The closing date for receipt of applications is 9am on **Friday 7 January 2022**.

Initial interviews will be held on **Monday 24 and Tuesday 25 January 2022** via **Zoom**. Final interviews will be held face to face. Please note that the interview dates have been specifically chosen according to the availability of the panel.

The Churches Conservation Trust is committed to a policy of equal opportunities.

Churches Conversation Trust is not a licenced sponsor at this time. Any offer of employment will be made subject to valid right to work in the UK being provided.