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|-----------------------|-----------------------------------------|
| <b>Post</b>           | Key Relationships Manager               |
| <b>Responsible to</b> | Fundraising and Communications Director |
| <b>Team</b>           | Key Relationships                       |
| <b>Proposed grade</b> | G                                       |
| <b>Hours</b>          | Full time (35 hours a week)             |

For over 200 years the Church Mission Society has been at the forefront of global mission, seeing lives changed and communities transformed. From women's empowerment to micro farming initiatives, CMS supports 150 mission partners in over 40 countries, transforming lives through the love of Jesus. Today CMS still exists to make disciples of Jesus at the edges. We believe no one is too hard to reach.

We are seeking a talented relational fundraising manager, who shares our dream and can inspire and lead our key relationships team to achieve ambitious fundraising and engagement targets.

## Our culture

At CMS we work hard to ensure that every member of staff is valued, supported and encouraged to continually learn and develop their skills. We rely upon God's presence, wisdom and grace and therefore, prayer is central to everything we do.

## Our vision

We long to see our world made new by the love of God as we follow Jesus to the edges.

## Our purpose

We exist to make disciples of Jesus at the edges.

## Our core values

Pioneering. Relational. Faithful. Evangelistic.

## Your role

The Key Relationships Manager will lead and manage the Key Relationships Team to acquire and retain key fundraising relationships and grow income across four key areas: UK churches, major donors, trusts and legacy givers by working from a base of around 1,000 UK churches, 100 major donors and 120 trusts.

## Your relationships

Works closely with the Direct Marketing Manager to ensure good join up between the Key Relationships Operational Strategy and the Direct Marketing Operational Strategy,



both of which form the backbone of the Fundraising and Communications Strategy owned by the Director.

Reports to the Fundraising and Communications Director, and directly manages the following roles:

- Key Relationships and Trusts Lead
- Key High Value Relationships Lead
- Advocates Lead
- Churches and Church Network Lead

The team also includes the Advocate Development and Legacies Officer, Mission Partners' Fellowship Secretary (volunteer) and CMS House Prayer Volunteer, all of whom report to the Advocates and Speaking Engagements Lead.

You will also build and maintain good peer working relationships with other managers in the Fundraising and Communications Group, particularly the PR & Communications Manager and other lead roles in the PR & Communications Team.

You will have your own caseload of high value relationships to cultivate and grow and you will speak and fundraise in churches, at events and on other media on behalf of the Church Mission Society.

## Your responsibilities

### To lead and develop the Key Relationships Operational Strategy and action plans

Working with the Direct Marketing Manager, the Communications Manager and the Fundraising and Communications Director to develop and lead on the delivery of the Key Relationships Operational Strategy as part of the Fundraising and Communications Group Strategy including:

- Ensuring appropriate market and audience insight and research
- Developing and negotiating fundraising and engagement targets
- Managing budgets and forecasting expenditure and income
- Devising and delivering reporting and measurement including, pipelines and ROI
- Scheduling the creation, testing and review of products and communications to drive acquisition, income and engagement.
- Negotiating database segmentations and management with the Direct Marketing Manager
- Developing acquisition approaches for key relationships in churches, High Value Donors and Trusts including a speakers programme to recruit new regular givers
- Developing key relationship management plans
- Developing and delivering legacy programmes



## **To lead and manage the Key Relationships Team to deliver the strategy including:**

- Championing the team to the Group and wider organisation
- Troubleshooting and problem solving as required to ensure smooth delivery of the strategy
- Ensuring appropriate team training and compliance
- Appraisals and personal development for direct reports
- Line management meetings and point of contact for HR
- Team meetings and away days
- Ensuring regular attendance at CMS prayer meetings and days

## **Other**

- Ensure the safety and security, and respect the rights, of all staff, partners and supporters:
  - Understand and follow CMS safeguarding policies.
  - Understand and follow security procedures for all public materials and content, to keep mission personnel and strategic partners safe. Ensure the confidentiality of supporters and that all data relating to them is maintained and processed in compliance with the General Data Protection Regulation (GDPR) and Privacy and Electronic Communications Regulations (PECR).
  - Hold and maintain a good understanding of the Code of Fundraising Practice and how it pertains to your role.
- Carry out any additional duties commensurate with the role as required by your line manager.

## **Values and behaviours**

All CMS line managerial roles are expected to manage and lead in accord with CMS's values and behaviours. In doing this, a CMS manager should display managerial competencies and approaches which support these values and behaviours as well as the building of a culture which sustains the success of the new CMS organisational strategy. In particular, CMS gives priority to:

- Developing a learning culture
- Developing a safe culture (which embeds safeguarding in all we do)
- GDPR compliance
- Cross-team working
- Diversity and inclusion
- Embedding mission spirituality across CMS
- Empowerment and coaching
- Creativity and innovation



# Person specification

## Key Relationships Manager

|                             | Essential                                                                                                                                                                                                                                                                                                                                                                   | Desirable                                                                                                                                                                                                                                            |
|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Qualifications</b>       | <ul style="list-style-type: none"><li>Degree level qualification, or equivalent experience in sales, marketing or fundraising</li></ul>                                                                                                                                                                                                                                     | <ul style="list-style-type: none"><li>Fundraising or marketing qualification</li></ul>                                                                                                                                                               |
| <b>Experience</b>           | <ul style="list-style-type: none"><li>Three years' experience of delivering to an income budget</li><li>Two years' experience of leading, managing and developing people/ teams</li><li>Experience of operational planning</li><li>Project management experience</li><li>A background in either church, major donor or trust fundraising</li></ul>                          | <ul style="list-style-type: none"><li>Experience of designing and delivering products</li><li>Experience of leading a team through significant change</li></ul>                                                                                      |
| <b>Skills and abilities</b> | <ul style="list-style-type: none"><li>Ability to lead, manage and collaborate on projects</li><li>Ability to analyse and interpret data/situations and to problem-solve</li><li>Excellent interpersonal skills with the ability to work across teams and influence at all levels of an organisation</li><li>High level organisational ability, able to meet tight</li></ul> | <ul style="list-style-type: none"><li>Working with and influencing a variety of people from different career levels and backgrounds</li><li>Working with a CRM database, preferably in a fundraising or direct sales/marketing environment</li></ul> |



|                                    |                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                        |
|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                    | <p>deadlines and work under pressure</p> <ul style="list-style-type: none"><li>• A creative thinker with the ability to innovate, and embrace risk</li><li>• Excellent spoken and written communication</li><li>• Excellent computer literacy</li></ul>                                                     |                                                                                                                                                                                                                        |
| <b>Knowledge and understanding</b> | <ul style="list-style-type: none"><li>• Understand project management tools and approaches</li><li>• An understanding of CRM databases</li><li>• A clear understanding of UK Church policies and procedures</li></ul>                                                                                       | <ul style="list-style-type: none"><li>• A clear understanding of the Church of England and how it operates from parish to province</li><li>• An understanding of international mission and the global church</li></ul> |
| <b>Disposition</b>                 | <ul style="list-style-type: none"><li>• Very relational, with an empowering approach to working with others</li><li>• Self-motivated and enthusiastic</li><li>• A team player</li><li>• Able to work under pressure</li><li>• A clear and passionate communicator</li><li>• A passion for mission</li></ul> |                                                                                                                                                                                                                        |
| <b>Other</b>                       | <ul style="list-style-type: none"><li>• A committed and practising Christian also committed to CMS's values and aims</li></ul>                                                                                                                                                                              |                                                                                                                                                                                                                        |



# Terms and conditions

## Key Relationships Manager

Conditions, including but not limited to the below:

1. The appointment is subject to satisfactory references, safeguarding checks and a probationary period of six months.
2. **Salary:** The post is within Grade G of the CMS salary scales; starting at £37,885 to £41,865 a year depending on experience. Salaries are reviewed annually at the beginning of February.
3. **Expenses:** Expenses incurred in connection with work in accordance with established regulations will be paid.
4. **Pension:** There is a group personal pension scheme applicable to your employment and you are entitled to participate in this scheme subject to the rules of the scheme. You will be automatically enrolled into the scheme, however there is an opt-out option. CMS contribution is 10 per cent of the pensionable salary. Employee contribution is not compulsory; however, CMS will match your contribution up to an additional five per cent. The life insurance scheme provides a death in service benefit of four times the basic pay.  
Those eligible for pension rights under the Clergy Pensions Measures administered by the Church of England Pensions Board may continue to qualify for those rights.
5. **Work base:** Hybrid working – approximately two days a week at CMS House, Oxford. We would also be open to a home-based contract with regular office visits.
6. **Holiday entitlement:** Annual leave is 28 days pro rata, of which up to 3.5 are to be taken between Christmas and New Year, plus statutory bank holidays.
7. **Notice:** Three months' written notice on either side is required for the termination of the appointment after the probationary period.