

<b>Post</b>	Key Relationships and Trusts Lead
<b>Responsible to</b>	Head of Key Relationships
<b>Team</b>	Fundraising and Communications
<b>Proposed grade</b>	F
<b>Contract</b>	Permanent
<b>Hours</b>	Full time (35 hours a week)

## The organisation you'll be joining

Jesus spent much of his time with people at the edges, and that's where we want to be too. Church Mission Society invites people at the edges of church, the edges of society and the edges of our comfort zones to follow Jesus and play a part in his story. Come with us to the edges and discover God at work in ways you might not have expected.

Welcome to Church Mission Society, where we are passionate about God's mission and fired up to see more and more people become followers of Jesus. For over 200 years CMS has been at the forefront of global mission, living out the gospel of Jesus, seeing lives changed and communities transformed. Founded by William Wilberforce and other members of the Clapham Sect group of activists in 1799, CMS people are called by God to help bring change, hope and freedom, wherever they go.

Today CMS supports 150 mission partners and local partners who are working in more than 40 countries, where they are dedicated to serving local communities and transforming lives through the love of Jesus. From women's empowerment, micro farming initiatives and leadership training, to drug rehabilitation, theological training and pioneering in the arts, CMS is at the cutting edge of mission, displaying the love of Jesus to many people who might not have believed he was for them.

In the last year, we've undertaken a prayerful review of our organisation, in order to discern our mission call for this generation. In the process we have rediscovered and been re-inspired by the pioneering spirit of our founders. If you join CMS today you will find an organisation that has been reinvigorated with a fresh vision to join with our global family to make disciples of Jesus among people at the edges, both in the UK and around the world.

## 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 and Trusts Lead is responsible for securing major donations from individuals and trusts for CMS. This includes developing stronger relationships with existing major donors and trusts (with an emphasis on major individual donors) and seeking to find new links with prospects who have the ability to give generously to Christian charities. This takes place through appropriate and accurate research, timely communications (via applications, letters, emails, phone conversations, and face to face meetings), and the maintenance of detailed records of those who have the capacity to donate large sums of money.

The Key Relationships and Trusts Lead is responsible for supporting the operational work of the Key Relationships Manager and for managing his/her own caseload of donors in order to generate large donations from both trusts and wealthy individuals. The post holder will take a lead in developing the major donor and trusts work of the

## **Your relationships**

There are three teams in the Fundraising and Communications Group: Key Relationships, Digital and Direct Marketing and Communications. The role will report directly to the Head of Key Relationships.

This role will work closely with and be responsible to the Head of Key Relationships who manages the wider Key Relationships Team (KRT) that generate income from high value relationships with major donors, trusts, key churches and through legacy fundraising. Your role will play a significant part in the delivering the Key Relationships Operational Strategy as part of the wider Fundraising and Communications Group strategy. You will have your own caseload of existing major donors and trusts to



manage, in order to retain and grow income, as well as being tasked with growing the number of major donors and trusts on your caseload through acquisition.

There is close working relationship with other colleagues in:

- Churches Team: to work collaboratively in developing strategy and tactics for identifying major donors within a church setting.
- Working with the Mission Team to research and identify funding needs, develop accurate cases for support and ensure that follow up reports and relevant stories from mission partners and projects are produced to schedule.
- Working closely with the Direct Marketing Lead to ensure that all appeals and mailings are professional looking and appropriately CMS branded
- Advocates Lead and the Advocates Officer: to consider how to engage donors beyond financial giving, and to engage in legacy events where appropriate.
- Communications & Digital and Direct Marketing Teams: to develop bespoke marketing and comms materials to reach out to your existing and prospective donors.
- Finance Team: to maintain accurate and up to date database records and ensure gifts are allocated according to donors' wishes using the correct codes.

## Your responsibilities

Taking responsibility for developing, designing and delivering a team work plan for Major Donors and Trusts.

- Managing a caseload of major donors and trusts and acting as a point of contact for the Key Relationships Team in answering supporter queries.
- Building strong and lasting relationships with key major donors through intentional and timely communications, and through a variety of channels such as post, email, and in particular face-to-face engagement in person.
- Writing fundraising applications and progress reports, thanking donors for their gifts and taking responsibility for correspondence with trusts and with his/her own caseload of major donors.
- Taking responsibility for adapting supporter appeals to suit a major donor audience, identifying appropriate recipients based on analysis of giving trends and capacity and implementing the mailing process.
- Together with the Key Relationships Manager, designing and implementing appropriate communications mailings for major donors, such as seasonal greetings cards and annual thank you mailings.
- Organising and hosting in-person / hybrid fundraising and supporter care events, under the supervision of the Key Relationships Manager.



- Together with the Head of Key Relationships and wider KRT, creating a supporter pathway for existing and new donors and executing the agreed strategy to schedule. S/he will measure the effectiveness of each step and suggest alternatives to a non-effective resource when needed.
- Taking responsibility for writing cases for support, tracking donations, managing a pipeline and preparing reports for the Key Relationships Manager.
- Working alongside the Database Supervisor to design and run selections for major donor communication, and in developing metrics to report on the income and activity of the Key Relationships Team.
- Attend relevant and appropriate networking and industry events to both build personal capacity and to make introductions to prospective supporters of CSM.
- Ensuring that donor information and donations are updated and recorded by the Key Relationships Team, and all communications are recorded on ThankQ and other applicable databases or spreadsheets.
- Providing research of new prospects and of current major donors/trusts by creating and/or sourcing a timely flow of information such as giving capacity, networks and appropriate marketing material to send and/or present to them.
- The role includes visiting potential major donors in person; therefore, flexibility is required.

## 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.



## Person specification

### Key Relationships and Trusts Lead

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"><li>Degree level education/or equivalent experience</li></ul>	<ul style="list-style-type: none"><li>Fundraising / Marketing qualification.</li></ul>
<b>Experience</b>	<ul style="list-style-type: none"><li>Minimum of two years' experience of working in a major donor and / or Trusts fundraising team</li><li>Proven track record of built and maintained donor relationships in the charity sector</li><li>Extended experience of high-level discussions with significant major donors.</li><li>Proved track record of developed and delivered events to engage new and existing donors.</li><li>Worked as part of a team</li><li>Proven database management experience</li><li>Administrative experience</li></ul>	<ul style="list-style-type: none"><li>Experience working with a customer relationship management (CRM) database, such as ThankQ.</li><li>Have an existing network of potential donors</li><li>Experience of project management and / or event organisation</li><li>Experience of overseas travel</li></ul>
<b>Skills and abilities</b>	<ul style="list-style-type: none"><li>Excellent written and oral communication skills</li><li>Able to adapt writing style and content to communicate to a wide range of people</li><li>Able to respond well to complex queries</li><li>Excellent research skills</li><li>Attention to detail</li><li>Able to organise own work and the work of others</li></ul>	<ul style="list-style-type: none"><li>Instinctive ability to prioritise and prepare work so as to maximize the marketing, fundraising and supporter care value of everything that is done</li></ul>



	<ul style="list-style-type: none"><li>• Good time management skills</li><li>• Ability to solve complex problems and respond effectively to novel situations</li><li>• Excellent telephone manner</li><li>• Able to enter data accurately</li><li>• Able to learn and understand implications of data changes.</li></ul>	
<b>Knowledge and understanding</b>	<ul style="list-style-type: none"><li>• Strong knowledge of Microsoft Office programmes especially Excel, Word, Power Point and Outlook</li><li>• Knowledge of research and administration methods</li><li>• Knowledge and good recollection of Data Protection and General Data Protection Regulation legislation</li><li>• Knowledge of trusts and major gifts, fundraising processes and trends</li><li>• </li></ul>	
<b>Disposition</b>	<ul style="list-style-type: none"><li>• Proactive instead of reactive</li><li>• Motivated and a self-starter</li><li>• Kind and a good team member</li><li>• Able to work under pressure and meet deadlines</li><li>• Cheerful and friendly, able to build strong relationships</li><li>• Tasks and results oriented</li></ul>	



<b>Other</b>	<ul style="list-style-type: none"><li>• Access to your own car and a clean driving licence is required.</li><li>• Some evening and weekend work might be required (TOIL is available)</li><li>• Practising and committed Christian and committed to the aims and values of CMS.</li><li>• Willingness to undergo safeguarding checks</li></ul>	
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# Terms and conditions

## Key Relationships and Trusts Lead

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 F of the CMS salary scales; starting salary **33,200 - £35,365** depending on experience with further salary advancement opportunity. 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. The employer's contribution is 5 per cent while the employee's contribution is 3 per cent of the pensionable salary. In addition, CMS will match your additional contribution (over the min three per cent) 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:** This is an office-based post and this will be your centre for the purpose of claiming travelling expenses if appropriate. Under the CMS hybrid working policy, you may work from home for up to sixty percent of your contracted time per week but we reserve the right to require you to work full-time in the office if necessary.
6. **Holiday entitlement:** Annual leave is 28 days pro rata, of which up to 3.5 pro rata 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.