Job Description:

**Head of Engagement**

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| **Job Title:** | Head of Engagement (inc. Fundraising, Marketing, Church Relations) |
| **Salary Range/Grade:** | Grade - A (Sp. 54-64) |
| **Hours:** | 37 Hours per week |
| **Work base:** | Based at Rushden (central office), able to travel nationally at short notice and adopt a flexible approach to hours/locations. |
| **Reporting To:** | Deputy Chief Executive |
| **Responsible for:** | Leading Fundraising, Marketing, Church Relations work  Promoting and demonstrating excellence across Spurgeons’ key internal and external relationships (staff, supporters, Christian churches, institutions, organisations and groups, media and policy makers) that leads to our work having greater impact and effectiveness. This is achieved by:   * + Growing income through fundraising (individual giving, legacies, community, events, corporates) and integrated campaigns.   + Increasing Spurgeons profile and influence across key audiences that drives greater awareness of the charity.   + Creating strong clear internal communication channels and messaging that enables Spurgeons to become a charity marked out by the strength of its internal culture, missional focus and applied values (so that all staff have a common understanding of what it means to be part of a Christian Children’s Charity).   + Multiply and strengthen our partnership with churches, Christian organisations and individual Christians through increasing prayer support, project collaboration, volunteering and giving.   + Providing exemplary leadership that embodies Spurgeons goals and ethos. |
| **Job Purpose**  To enable Spurgeons to continue to transform the lives of vulnerable children by leading and delivering on our strategic objectives, especially those focused on delivering benefits from the engagement of key supporter groups, individuals, organisations and institutions. This will be done by ensuring that these relationships are meaningful, beneficial and contribute to the sustainability of the charity’s work and mission.  This role plays a key part in demonstrating the charity’s integrity and impact to internal and external audiences, and is part of a leadership group that is expected to work collaboratively with one another to realise our charitable goals. This will be accomplished consistent with upholding our values, Christian distinctiveness, lived out through exemplary leadership. | |
| **Performance Indicators – contributing toward achieving against the Annual Charity Plan**  This role will be responsible for meeting key targets concerning fundraising, public relations and church engagement set out in our annual Spurgeons Scorecard. In addition to those annually reviewed organisation level targets this role will be expected to deliver annual objectives set with and by their line manager that reflects the tactical actions required to deliver our organisational level goals. | |

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| **Leadership**   1. Work with the Chief Executive and senior leadership (including trustees) to plan, oversee, implement and monitor Spurgeons plan for engagement with the Christian community, key media audiences and supporters. 2. Work with the Deputy Chief Executive and other members of the charity’s senior leadership to support and develop a culture of excellence at Spurgeons. 3. With the Chief Operation Officer take a lead in maintaining and enhancing the Christian life of the charity, and with the Head of People and Head of Practice, the broader health and wellbeing of Spurgeons diverse workforce. 4. Ensure that all marketing, communication, fundraising and relevant activities are compliant with legal and regulatory requirements, and reflect Spurgeons ambition to uphold the highest ethical standards in policy and practice. 5. Manage a group of staff so that they deliver exceptional performance and feel empowered and fulfilled in their respective roles.   **Fundraising**   1. Develop Spurgeons fundraising long-term and annual plans, delivering year on year growth and improved returns on investment across all income streams (apart from Grants and Trusts, and Public Service Contracts work that is a part of the Business Development team) with a particular emphasis on unrestricted funds. 2. Ensure all donor and supporter groups (including major donors and corporate/ institutional partners) have identified supporter journeys and engagement plans, which link to the annual fundraising plan. These plans should grow our supporter and donor base and see existing relationships strengthen over time. 3. Plan and deliver integrated fundraising campaigns with all supporter groups, fully utilising the resources of the whole Spurgeons team in the execution of each campaign so that it meets fundraising, marketing, communications and project objectives. 4. Develop and maintain appropriate and proportionate fundraising systems, measurement tools, and processes that ensure how we raise funds and record our work is as efficient as possible. This will include providing routine and exception reports on the impact and effectiveness of our fundraising activity to the Deputy Chief Executive and senior leadership (inc. CEO / Board of Trustees). 5. To grow fundraising income through leading a function that is bold, creative, and innovative in developing new products, and findings ways of engaging internal and external audiences.   **Marketing and Communications**   1. Maintain awareness and understanding of the relevant parts of the UK charity landscape, media, and commissioning sectors and understand how Spurgeons can maximize our profile and impact within each sector. 2. Oversee the development, implementation, management and review of Spurgeons marketing and communications plan, with a particular emphasis on digital marketing and communications activity to engage new younger supporters and those who are prepared to fund / commission our work. 3. Ensure the Spurgeons website delivers a high quality user experience and that potential financial supporters can donate easily and efficiently. That those who visit Spurgeons website have a clear understanding of who we are, and an emotional engagement with our work, mission, and ethos. 4. Oversee the development, production and distribution of Spurgeons marketing and engagement products, across all key audiences. This includes, but is not limited to, Spurgeons supporter magazine and project related marketing material. 5. Deliver effective internal communications so that all staff and volunteers feel informed and engaged. This includes responsibility for managing and maintaining the content of Spurgeons internal intranet system, staff newsletter and use of internal electronic communications tools.   **Church Engagement and Other Responsibilites**   1. Model Spurgeons values and beliefs, and contribute to the shared internal and external understanding of Spurgeons Christian beliefs by producing and delivering material on what it means for Spurgeons to be a Christian Children’s Charity. This may include leading / organising prayer meetings, writing internal communication pieces, training material or assisting with the induction of staff. 2. Oversee Spurgeons representation and presence at key Christian events, such as New Wine, Focus and Big Church Day Out ensuring maximum visibility and engagement. 3. Produce Spurgeons Prayer News and regular communications with churches and Christian supporters. Cultivate speaking opportunities and grow those who will advocate for Spurgeons across the Christian community. 4. Develop and maintain national and regional partnerships with church and para-church organisations that deliver clear benefits to Spurgeons linked to our strategic objectives. 5. Grow Spurgeons relationship with its ‘old scholars’ (those who previously lived in a Spurgeons Home) and their families, including providing access to records for those seeking information on their family history. Develop ways of maintaining the support of our current and recent service users so that they can become advocates of our work. | | |
|  | **Person Specification** |  |
| **Attainments** | **To be considered for this post you have to demonstrate you have:** | **Criteria**  **(Essential/**  **Desirable)** |
| *Qualifications* | a) Educated to degree level or equivalent.  b) Relevant professional qualification in fundraising (min. Diploma level)  c) Relevant professional qualification in marketing or communications | E  E  D |
| *Experience* | a) Experience of successfully leading a team, planning and delivering  b) Experience of both charity and commercial sector  c) Experience of setting and meeting fundraising income targets  d) Networking across different church groups / Christian denominations  e) Using internal communication strategy and channels to deliver culture change/ promote a strong internal culture of excellence and mission  f) Working with children, young people, service users and / or internal groups of staff on integrated campaigns | E  D  E  E  D  D |
| *Work Based Knowledge* | a) A broad, strategic understanding of the funding landscape, with particular knowledge of external developments which impact on faith-based charities and giving in particular.  b) An understanding of effective strategic and operational planning and the ability to develop appropriate, stretching targets and meaningful performance measures.  c) Specialist knowledge of fundraising law, regulation, and best practice combined with the ability to coach and develop staff at all levels to work in line with National Occupational Standards for their particular role and responsibilities. d) High level understanding of tactical marketing processes and techniques, current developments and trends.  e) Knowledge and skills in website development and social media marketing with understanding of trends in digital technology.  f) An understanding of the Christian community across the UK and different denominational structures and key para-church organisaitons that can provide access to church partnership work. | E  E  E  E  E  D |
| *Skills* | a) Financial acumen, confident handling data and giving it meaning  b) Ability to develop a compelling vision for Spurgeons with the ability to inspire staff across the organisation to implement our marketing, communications and digital strategies  c) The ability to develop and implement leading edge fundraising strategies, and the ability to spot, develop and maximise potential across a range of income streams and marketing opportunities.  d) Ability to establish and develop positive relationships with funders as well as a range of external partners.  e) Excellent communication, presentation and interpersonal skills with the ability to persuade and promote the charity to VIPs, policy makers and a wide range of audiences. Diplomatic skills and the ability to resolve conflicting opinions and interests are also needed.  f) Ability to motivate and lead the team: building positive relationships of support, a focussed, professional learning environment and sustainable working practices.  g) Ability to collaborate with others to develop innovative and creative content for various media channels.  h) Good project management skills with the ability to oversee multiple projects both small and large as well as established work streams.  i) Excellent organisational and time management skills with the ability to prioritise work, handle conflicting demands, and meet tight deadlines.  j) High level of competence in use of IT including Microsoft Office applications and database design and use.  k) Ability to lead Christian services or meetings and produce materials sensitive to different Christian traditions. | E  E  E  E  E  E  E  E  E  D  E |
| *Special Job*  *Circumstances* | This post has the following special circumstances:   * Genuine Occupational Requirement – Christian commitment as stated in faith basis and ethos. * A flexible and agile approach to getting work done and willingness to work unsociable hours (evenings and weekends) when necessary * A willingness to help out and be a part of wider teams and their projects to achieve organisational goals and objectives. * National Travel | E  E  E  E |

## Competencies (expected behaviours)

Within the three performance fundamentals Spurgeons identified ten core competencies that describe expected behaviours for which staff is required to work within, at the level of their role which are underpinned by **Spurgeons Core Values**. For each post there are job critical competencies that are key in ensuring the role is done effectively which are complemented by other core competencies to ensure successful job performance. *Please refer to Spurgeons Competency Framework for detailed descriptions.*

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| **COMPETENCY** | **LEVEL** | **JOB CRITICAL** | **OTHER CORE** |
| **PROVIDING EXCELLENT SERVICES** |  |  |  |
| **Focusing on the Customer**  To meet customers’ (service users and colleagues) needs and aims to continuously improve the services they provide to make sure customers receive an excellent service. | 6 | ✓ |  |
| **Safeguarding People**  To ensure that all service users are appropriately safeguarded and that all staff are kept safe whilst working; safeguarding being always recognised as of paramount importance. | 5 | ✓ |  |
| **Delivering Outcomes**  To ensure agreed outcomes are delivered in the most efficient and timely way by embracing a creative and entrepreneurial approach. | 6 | ✓ |  |
| **MANAGING SELF AND OTHERS** |  |  |  |
| **Providing Direction**  Leading and providing direction to individuals, supporting and enabling them to make a positive contribution to the current purpose and future vision of the organisation. | 6 | ✓ |  |
| **Working as a Team**  To work effectively with other people and use the diversity of the team to create a working environment which helps achieves the tasks. | 6 | ✓ |  |
| **Developing Self and Others**  To behave ethically and professionally within your role, being aware of your own and other people’s strengths and weaknesses, and take steps to learn, develop and achieve high levels of performance in yourself and others. | 6 | ✓ |  |
| **Embracing Change**  To embrace change effectively within services and departments through reflective, motivating and flexible leadership and team working. | 6 | ✓ |  |
| **Communicating with Clarity**  To ensure the effective use of written and oral communication skills to convey information and ideas to individuals and teams within and outside the organisation and create opportunities for individuals to respond and provide feedback. | 6 | ✓ |  |
| **MANAGING RESOURCES** |  |  |  |
| **Making Evidence Based Decisions**  To identify and use various sources of evidence, making meaning of it to understand how relevant and valid it is, to enable effective decision making that improves performance and delivers outcomes. | 6 | ✓ |  |
| **Planning and Managing Resources**  To make sure the organisation delivers its key priorities, tasks and forecasts; effectively manage risks, relationships and use resources in efficient ways to deliver outcomes. | 6 | ✓ |  |