

# HEAD OF FUNDRAISING AND COMMUNICATIONS

## Application Pack



CPAS, Sovereign Court One (Unit 3), Sir William Lyons Road,  
University of Warwick Science Park, COVENTRY CV4 7EZ

Church Pastoral Aid Society, registered charity no 1007820  
A company limited by guarantee, registered in England no 2673220  
Registered office at address above

## Thank you for your interest in the post of Head of Fundraising and Communications

We're looking for someone to lead our fundraising and communications team and activities who has a real passion for fundraising strategy design and development, plus experience of embedding a fundraising culture and focus at an organisational level. You'll be asked to accelerate the growth of our fundraising across a diversified range of streams and donors to achieve long term, sustainable income growth.

To excel in the role you'll need to bring experience of fundraising strategy, legacy programme development, trust fundraising, individual donor programme design and management, alongside your broader communications and marketing skills. The role will include managing a team of six so experience of team management, skills development and taking a team through change will also be needed.

If you're looking for an opportunity where you'll be drawing on your expertise in order to create and deliver a dynamic fundraising strategy focused on growth and inspiring our supporters with the outcomes their gifts deliver, then we'd love to hear from you.

Hopefully this pack tells you everything you need to know to decide if this is the role for you, but if you would like an informal discussion about any aspects of the role or the details in this pack please contact Jude Palmer (Head of Operations) on 02475 267834 or [jpalmer@cpas.org.uk](mailto:jpalmer@cpas.org.uk).

### About CPAS

CPAS is an Anglican evangelical mission agency working with churches, mainly in the UK and Republic of Ireland. Established in 1836, our founders' purpose was captured in the phrase 'the gospel to everyone with a single eye to the glory of God'. The spiritual needs of men, women and children in our nations continue to motivate us and are reflected in our mission statement: **CPAS enables churches to help every person hear and discover the good news of Jesus Christ.**

The three main areas of our work are:

- **Leadership:** Resources, events and programmes to develop leaders at all levels in local churches, including Growing Leaders, PCC Tonight and the Arrow Leadership Programme. Our leadership training encompasses a wide range of key leadership topics, much of which is delivered in partnership with Church of England dioceses.
- **Venture and Falcon holidays and School Ventures:** Over 4,000 children and young people exploring life with Jesus on more than 100 residential holidays and weekends across England and Wales each year, which are led by 3,000 volunteer leaders.
- **Patronage:** As the UK's largest evangelical patron, we are involved in the appointment process for clergy at almost 700 churches.

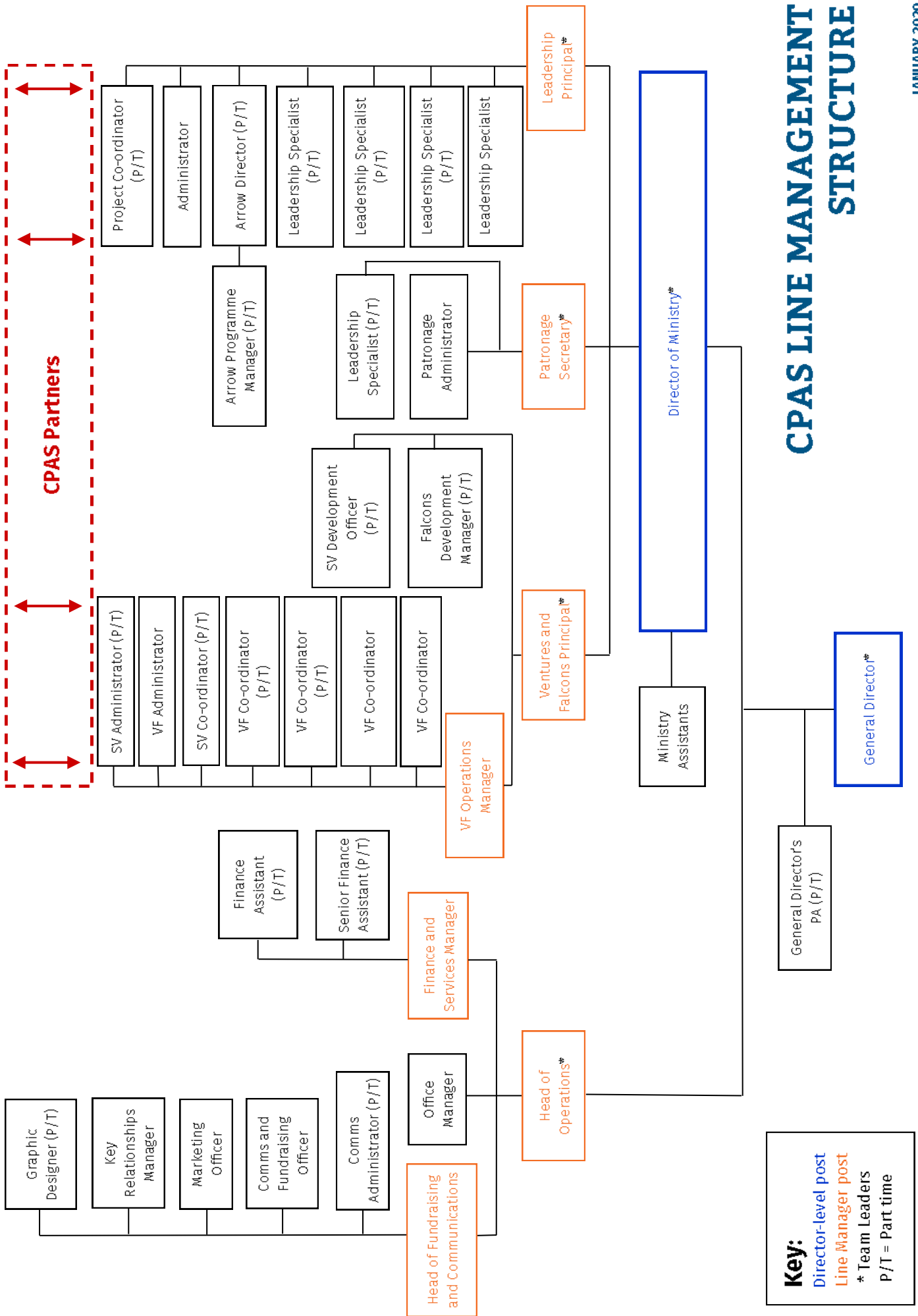
### Statement of Faith

The CPAS Basis of Faith is adapted from the Anglican Evangelical Assembly's Basis of Faith and can be read online at [www.cpas.org.uk/faith](http://www.cpas.org.uk/faith).

### Location

Almost all our staff are based at our office (address on p1), on the outskirts of Coventry and 20 minutes walk from Canley station. We have comfortable, purpose-built and well-resourced facilities, including excellent IT provision and a strong support network.

Staff currently working at Sovereign Court One live in Warwick, Leamington, Coventry, Solihull and Birmingham, as well as the smaller towns and villages nearby. Our office is very close to the A45, providing easy access to London and Birmingham.



# ROLE PROFILE – HEAD OF FUNDRAISING AND COMMUNICATIONS

## Our Vision

We long to see a Christ-centred, Bible-based, mission-focused Church where leaders are clear about their call to discipleship, growing in Christ-like character, and competent to lead in a time of rapid change; where leaders discern God's direction, enable action, build teams, develop leaders, facilitate communication, and nurture people; where leaders work in teams, reflecting the diversity of ministries, and model themselves on the servant character of Jesus; where leaders help transform inherited churches, pioneer emerging churches and deliver creative residential ministry, effectively helping children, young people and adults hear and discover the good news of Jesus Christ. This role is vital to making this vision a reality.

## OVERVIEW OF ROLE:

### Job Purpose

To enable CPAS to deliver its organisational strategy by setting clear plans and leading and developing a team to fundraise from individuals, churches, major donors, trusts and foundations.

### Core Tasks

#### STRATEGY:

- Develop a fundraising strategy that is supporter centric, grows income and achieves an appropriate Return on Investment (ROI).
- Work with the General Director and team leaders to ensure that there are engagement plans in place for all those partnering with CPAS, and that communications grow awareness of CPAS and its ministry.
- Work with the Head of Operations and General Director to deliver a whole-organisation focus and culture that supports fundraising.

#### PLANNING, PERFORMANCE MEASUREMENT AND MONITORING:

- Develop annual fundraising and communications plans which enable delivery of the fundraising strategy and achieve targeted levels of income and costs.
- Develop a dashboard to monitor fundraising and communications performance against Key Performance Indicators (KPIs) and report on performance to the General Director and Board of Trustees.
- Monitor monthly and quarterly financial performance against plan.

#### TEAM LEADERSHIP:

- Provide exemplary leadership that embodies CPAS' mission and ethos.
- Manage and develop a team so that they can deliver exceptional performance individually and collectively, and feel empowered and fulfilled in their roles.

#### FUNDRAISING:

- Manage fundraising activity, including:
  - Individual giving (including all fundraising appeals) and legacies.
  - Church giving.
  - Major donors.
  - Trusts and foundations.
- Work with the Head of Operations to ensure that the development and operation of the CRM system delivers well designed supporter journeys and fundraising analytics.
- Manage fundraising compliance, ensuring that all fundraising is delivered to the highest ethical standards.

#### BRAND AND COMMUNICATIONS:

- Manage the brand, ensuring that all communications are consistent with brand guidelines in terms of tone of voice and visual identity.
- Manage the delivery of all supporter facing communications.
- Manage the promotional and marketing activity that will grow awareness of CPAS and its ministry.
- Manage media relationships.
- Ensure that the website delivers a high-quality user experience, and ensure that it is easy and efficient to donate.
- Oversee the representation of CPAS at conferences, exhibitions and other events, and provide promotional advice for CPAS events.

# ROLE PROFILE (CONTINUED)

## Accountability and Management

- Accountable for the performance of fundraising activities.
- Responsible for managing the Fundraising and Communications staff team, the postholder reports to the Head of Operations.

## Communication

- Internally: all CPAS staff.
- Externally: churches, individual supporters, trusts and foundations, suppliers and consultants.

## Decision Making

- Who to approach for which funding requirement.
- Use of funds to achieve maximum fundraising returns.
- Sign off on creative copy.

## REQUIREMENTS FOR ROLE:

### Knowledge

- A broad, strategic, understanding of the fundraising landscape, with particular understanding of developments impacting the Christian charitable sector (understanding the Anglican landscape, and the evangelical constituency within it, would be helpful).
- Experience of strategic and operational planning including budget setting, KPI development, performance management and reporting.
- Experience of leading and developing a high performing team.
- Experience of working across an organisation to develop and reinforce a fundraising culture.
- Delivering against fundraising targets with experience of most, if not all, of the following:
  - Individual giving, including fundraising appeals.
  - Middle donors.
  - Philanthropic giving (major donors and trusts and foundations).
  - Legacy giving.
- Experience of delivering communications within brand guidelines.
- Experience of getting the benefits from a Customer Relationship Management (CRM) system, preferably including the development of journeys for users and supporters.
- Familiar with General Data Protection Regulation (GDPR) and fundraising compliance.

### Skills

- The ability to develop fundraising strategy and spot and maximise potential across a range of income streams and communications opportunities.
- The ability to inspire and motivate (both supporters, the fundraising and communications team and the wider staff team).
- Creative and clear communicator, both verbally, and in writing, able to put the supporter at the heart of communications face to face, online and offline.
- Strong time management skills with the ability to prioritise work, handle conflicting demands and meet tight deadlines.
- Strong project management skills with the ability to oversee multiple projects, both large and small.
- Collaborative, able to develop strong and effective working relationships to deliver results.
- Competent IT user, including MS Office software and database tools.

### Passion

Excited about seeing churches enabled to present the good news of Jesus, the postholder will be passionate about effectively communicating the CPAS message. Oriented to make a difference through their role, you will have a positive, can-do attitude.

### Travel

The postholder will be required to travel occasionally for meetings with supporters or funders, or to attend conferences or events. This may occasionally include evenings and weekends. This could include residential stays (including camping) for occasional conferences or events.

### Christian Faith

CPAS is an Anglican evangelical mission agency, working to support churches across the UK and Republic of Ireland. It is therefore important that the post holder has a committed personal faith, is an active member of a local church and is in agreement with the CPAS basis of faith.

## Terms and Conditions

1. **Christian faith:** As a Christian organisation with a focus on mission, some of our roles include a Genuine Occupational Requirement (GOR) of an active Christian faith. Details of how this applies to this post are included in the role profile.
2. **Location:** The post is based at the CPAS office at Sovereign Court One (Unit 3), Sir William Lyons Road, University of Warwick Science Park, Coventry, CV4 7EZ.
3. **Salary:** £43,593 per annum
4. **Contract:** This is a permanent contract, subject to an initial three-month probationary period and the usual on-going CPAS appraisal process.
5. **Expenses:** All authorised expenses are reimbursed.
6. **Hours of work:** This is a full time appointment of 37 hours per week. A flexi-time system operates for this post.
7. **Holiday:** Annual holidays are four weeks, plus all bank holidays.
8. **Duration:** To start as soon as possible.

## How to Apply

Please send your CV and a detailed covering letter which includes the following points:

- What skills and experience you have that equip you for this role (as outlined in the role profile).
- Why you would like to work at CPAS.
- What date you could start work.

Applications should be sent by email or post to:

Jude Palmer (Head of Operations)

[jpalm@cpas.org.uk](mailto:jpalm@cpas.org.uk)

CPAS, Sovereign Court One (Unit 3), Sir William Lyons Road, University of Warwick Science Park, COVENTRY CV4 7EZ

## Referees

Please give the names and addresses of two referees, indicating the capacity in which they know you. At least one of these should be from your present or most recent employer.

We normally take up references for all those called to interview (please indicate if you do not wish us to contact a referee prior to interview).

## Closing Date

The deadline for applications is **noon on Wednesday 8 April 2020**.

## Shortlisting

Shortlisted candidates will be notified on **17 April 2020** and invited to an interview with a panel of CPAS staff and an external fundraising sector specialist.

## Interviews

**Interviews are currently scheduled for Tuesday 28 April 2020.**

Please note, in light of the current outbreak of Coronavirus (Covid-19) in the UK, this date may be subject to change depending on Gov.uk guidance at that point in time.

The interview process will include a presentation (to be briefed if shortlisted for this role) and exercises including a written exercise (completed on the day).