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**Parish Giving Adviser (Giving Development)**

Developing a culture of generosity is essential for the Church to be a transforming Christian presence across our communities. We have a Parish Offer (not share) scheme, have seen the fastest take-up of the Parish Giving Scheme nationally over the past 18 months and yet there is still an urgent need to build our future church on a sustainable financial footing.

We are looking to appoint two part-time Parish Giving Advisers covering our Hereford and Ludlow Archdeaconries to implement our generous giving strategy. These posts will be additional to and will complement the role of full-time Parish Giving Adviser, which is an existing post and is directly and fully funded by the Diocese. As well as considerably expanding overall capacity in the area of Generous Giving and Stewardship we are seeking to bring together a blend of skills and experience, develop more deeply particular specialist stewardship and giving areas, and create a mutually supportive, dynamic and creative team culture, which will be ready to make the most of the significant opportunities that present themselves in this area of diocesan and parish life and work. We aim to broaden the understanding of and engagement with stewardship across the diocese, amongst different groups of people and through different resources, formats, media and products, to help deliver a step change in culture and in-turn levels of giving to facilitate sustainable and holistic church growth.

The primary and specific tasks of this role are the promotion and implementation of ‘new’ and ‘other’ ways to give – online / contactless / ‘friends of’ schemes / social media giving / crowdfunding, etc. As a Diocese during the Covid 19 situation, we have experienced a significantly increased level of interest and engagement from parishes with on-line giving platforms of all types and their creative application in numerous different contexts and forums; websites, social media, use of QR codes, and for regular giving, one-off donations and fundraising and sponsored events. Many churches within the Diocese of Hereford continue to enjoy a strong degree of support (including financial support) from their surrounding communities, as well as high numbers of occasional visitors and tourists (we are a popular area for tourists and almost all our churches are open each and every day), and there is scope for considerable development of the opportunities for giving and income that these situations present.

The Diocese of Hereford is one the most deeply rural and sparsely populated dioceses in the Church of England. Covering 1660 square miles of Herefordshire, South Shropshire and parts of Worcester and Powys; it serves over 400 churches in more than 300 parishes with some 13,000 church members in a population of c330,000.National statistics imply that the Diocese is modestly prosperous. However, this is not reflected in parish giving where Hereford is amongst the lowest in the country.

Hereford Diocese has three strategic priorities:

* **SP1 Spiritual and numerical growth – growing disciples of all ages and backgrounds**
* **SP2 Contributing to the common good – transforming lives and communities**
* **SP3 Re-imagining ministry for mission in the 21st century**

and a shared commitment to:

* **focusing our resources where there is greatest mission need and opportunity**