

London City Mission

# New Supporter Engagement

The background of the entire page is a photograph of the London skyline at dusk. The Shard is prominent on the left, and other skyscrapers are visible on the right. The city lights are glowing against the twilight sky. Overlaid on this image are three diagonal stripes: a yellow one from the bottom left to the top right, a light green one from the top right to the bottom left, and a light blue one from the bottom left to the top right. The word 'MISSION' is written in large, bold, black capital letters across the yellow stripe. The word 'CITY' is written in bold, black capital letters across the green stripe. The word 'LONDON' is written in bold, black capital letters across the blue stripe.

**MISSION**  
**CITY**  
**LONDON**

# A unique opportunity

**MISSION**  
CITY  
LONDON

**London City Mission (LCM) serves the church of London in sharing the love of God and the good news of Jesus Christ with the least reached of London.**

One in three people don't have a Christian friend to invite them to church, open a Bible with them, or tell them the good news of Jesus. We want to see that change. The latest census data reports that under 10% of the inhabitants of London's poorest districts attend Christian churches. The poor areas of London are incredibly diverse, in fact London is the most ethnically diverse city in the world, growing at over 100,000 people a year. We believe that these ethnic groups, often living in the poorest areas of London, are in desperate need to hear the gospel but are least likely to be reached with it. The world has come to London – we long to see the gospel taken to the world by working alongside churches to visit homes and go out into the streets of London with the good news of the gospel. Why?

## Because London Needs Jesus!

For 185 years the gospel has been at the heart of all we do. Together with London's churches we show God's love in practical ways and continually look for ways to share the message of the gospel of Jesus Christ with the least reached people in our capital. Our monthly team gatherings include testimonies of how God is working amongst the least reached people of the city, and our deep conviction is that much more needs to be done – and can be done - at this urgent hour for London.

### **This is a unique opportunity to impact London with the gospel**

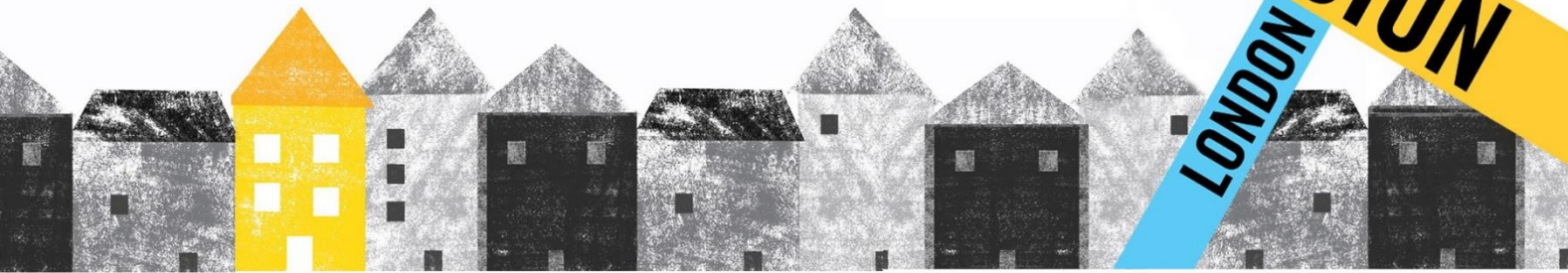
We are now looking to appoint a New Supporter Engagement Senior Officer who will play a key role in helping London City Mission achieve a sustained increase in our funds, enabling us to achieve our ambitious five year strategy: to mobilise and better support a growing, flourishing Church that is sharing the love of God and good news of Jesus Christ with London's least reached communities. It's a crucial and exciting time in the history and further development of London City Mission, and through this role the successful candidate will be able to make a difference in London for the salvation of souls and to the glory of God.

**We are searching for a someone to lead our New Supporter Engagement who is driven by the conviction that LONDON NEEDS JESUS**





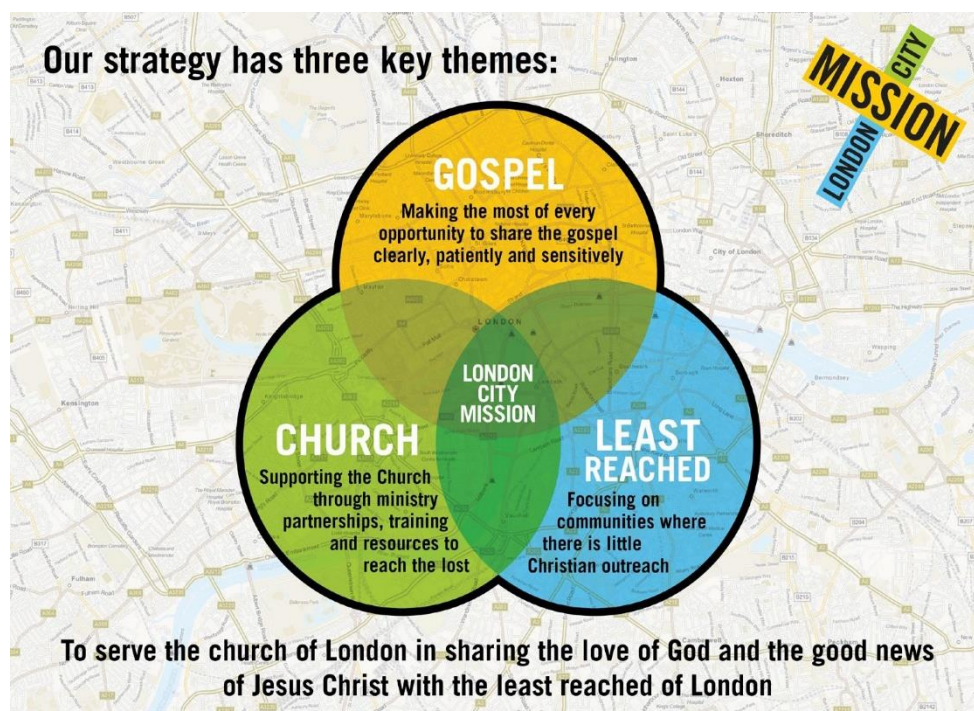
# The context



Our Missionaries work with and mobilise churches to build relationships with people in their communities and share the transforming love of God in Jesus Christ to enable many people to put their trust in Jesus and to join his family, the Church. Our Missionaries carry and live out the gospel in London's neediest neighbourhoods where they live, work and worship, in partnership with churches.

To deliver our aspirations we have created clear lines of leadership, support and accountability for our entrepreneurial front-line mission teams. They are supported by our professional head office teams, and together we form one London City Mission team committed to the salvation of souls and the glory of God in London. As one mission team, we gather regularly to pray, train and hear updates that encourage and inspire.

Graham Miller was appointed as CEO ("Chief Servant") in 2013, being the youngest London City Mission CEO since its founder, David Nasmith. Following progress against a bold strategy over the last few years we have recently agreed an ambitious strategy for the next five years, reflecting our missional urgency. This places a greater intentional emphasis on partnering with churches to envision, engage and equip the Church in its evangelistic cross-cultural urban mission to the least reached and hardest to reach communities of London.



London City Mission currently has an annual turnover of approximately £7 million, which supports the work of approximately 80 front-line missionaries, 40 Mission Associates and 20 short-term placements, as well as our support teams at head office. We are also blessed to steward a portfolio of over 200 properties used for missional purposes, which includes a number of community based centres.

To support our ambitious strategy, we have an ambitious plan to grow our income to enable London City Mission to become financially sustainable. We are, therefore, looking to appoint New Supporter Engagement Senior Officer to help the Fundraising and Supporter Partnerships Directorate deliver targeted donation growth from within the Individual Giving Team.

# Fundraising and Supporter Partnerships



As part of our five-year strategy we will increase the number of churches that we partner and engage with and we will broaden and deepen that engagement to inspire, enable and equip them in mission. Our missionaries are increasingly required to lead, envision, and equip others in evangelism, as well as to be evangelists themselves.

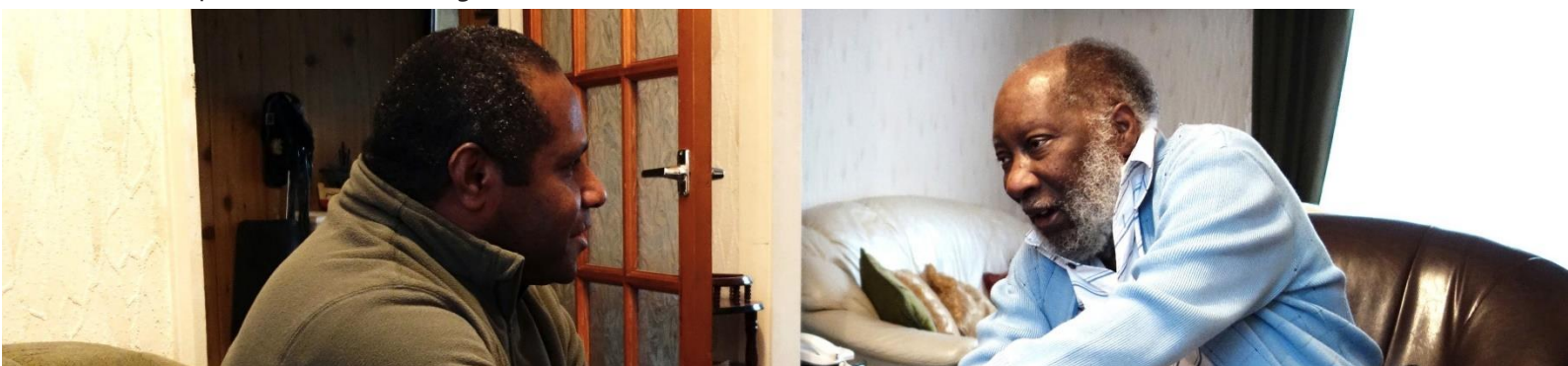
Our ambition for growth and change in mission must be matched by an ambition to raise the funds we need to support mission and to enable London City Mission to become financially sustainable. To do this we are committed to drive targeted donation growth year on year, reaching a target increase of annual income to £1m more than current levels by 2024.

Our highly committed Fundraising and Supporter Partnerships team will play a key role in this, working with our valued supporters and our missionaries, and developing new partnerships. We are, therefore, building and developing our Fundraising and Supporter Partnerships team who will take forward our new fundraising strategic approach under the new Direction of Rachel Wagstaff – Director of Fundraising and Supporter Partnerships.

The New Supporter Engagement Senior Officer role provides a unique opportunity to have an impact on reaching London with the good news of Jesus Christ. A more detailed Job Description and Person Specification is attached, but key to success in this role will be the ability to:

- Working with the Director of Fundraising and Supporter Partnerships and the Individual Giving and Fundraising Manager, to successfully create a programme of promotional activities that will increase the number of active individual supporters giving to the gospel mission work of London City Mission in line with agreed targets
- Independently project manage an agreed programme of activities, ensuring that all activities are undertaken in such a way that evaluation and analysis are possible and rigorously undertaken with any learnings routinely incorporated into future activities. Activities may include but are not limited to: engagement at Christian conferences, print media, digital media, social media.
- As part of the programme of activities, organise LCMs organisational attendance at Christian conferences (post-Pandemic), and a rota of staff to attend and create compelling engagement and support opportunities for the evangelical audience present.

A separate job description and person specification is included at the end of this brochure, setting out the role and the person we are looking for.





# Our values



All of this is done in line with a set of values that LCM have developed to shape the way we work and relate with each other, with the Church and with the people and communities we engage with. Our values are set out below.

We are passionate about sharing the love of God and good news of Jesus Christ with the least reached in London, and to do this in partnership with churches.

To help us do this, we have developed a set of values which shape the way we work and relate with each other, with the church and with people in the communities we engage with:

## **Rooted in Christ:**

Prayerfully dedicated to doing God's will and living His way, according to His word

## **Christ-Like Love:**

Looking not to our own interests but to the interests of others because we are united as brothers and sisters in Christ

## **God-Glorifying Excellence:**

Pursuing the best that we can be to glorify God and serve each other in all we do

## **Spirit-Inspired Courage and Perseverance:**

Standing firm, pushing through, paying the price for the sake of Christ and the gospel



# Statement of Faith and Conduct

## London City Mission Statement of Faith and Conduct

As Evangelical Christians we accept the following doctrines which we regard as crucial to the understanding of the faith, and which should issue in mutual love, practical Christian service and evangelistic concern:

- The revelation of the triune God given in the Scriptures of the Old and New Testaments and the historic faith of the Gospel therein set forth.
- The sovereignty and grace of God the Father, God the Son and God the Holy Spirit in creation, providence, revelation, redemption and final judgement.
- The divine inspiration of the Holy Scripture and its consequent entire trustworthiness, clarity and supreme authority in all matters of faith and conduct.
- The universal sinfulness and guilt of fallen man, making him subject to God's wrath and condemnation.
- The substitutionary sacrifice of the incarnate Son of God as the sole and all-sufficient ground of redemption from the guilt and power of sin, and from its eternal consequences.
- The justification of the sinner solely by the grace of God through faith in Christ crucified and risen from the dead.
- The illuminating, regenerating, indwelling and sanctifying work of God the Holy Spirit.
- The priesthood of all believers, who form the universal Church, the Body of which Christ is the Head and which is committed by His command to the proclamation of the Gospel throughout the world.
- The calling of all Christian people to a life of holiness and prayer according to the Holy Scripture.
- The expectation of the personal, visible return of the Lord Jesus Christ in power and glory.

# Additional Information

## How to apply



To find out more about this role, and how to apply, please contact Christian Jobs who will be handling all applications for this role on behalf of London City Mission.

Your application, which should include a CV and covering letter explaining clearly your suitability for this particular role, should reach Christian Jobs by 31<sup>st</sup> January 2021. You will receive an acknowledgement within 2 working days and an outcome from your application within 10 working days

Christian Jobs can be reached at the following:

Christian Jobs

[joe.santry@christianjobs.co.uk](mailto:joe.santry@christianjobs.co.uk)

+44 (0)161 946 3550

Candidates may be interviewed before the closing date of 31<sup>st</sup> January 2021.

For shortlisted candidates the selection process will include two stages, each involving a panel interview with senior LCM colleagues who will prayerfully assess and seek to discern the selection of the right candidate.

Further details of the interview process and dates will be sent to short-listed candidates.-

**NEW SUPPORTER ENGAGEMENT – SENIOR OFFICER  
JOB DESCRIPTION**



**Department:** Fundraising and Supporter Partnerships

**Reporting to:** Individual Giving and Supporter Fundraising Manager

**Responsible For:** No direct reports

**Location:** Based at our London Office at 175 Tower Bridge Road, with some flexible options - temporarily working from home during the Covid Pandemic

**Salary:** £29,000 - £35,000

**About us**

At London City Mission we are passionate about sharing the love of God and the good news of Jesus Christ with the least reached in London, and to do this in partnership with churches.

To help us do that, we have developed a set of values which shape the way we work and relate with each other:

**Rooted in Christ**

We are prayerfully dedicated to doing God's will and living in His way, according to His word

**Christ-Like Love**

We look not to our own interests but to the interest of others because we are united as brothers and sisters in Christ

**God Glorifying Excellence**

We pursue the best that we can to glorify God and serve each other in all we do

**Spirit-Inspired Perseverance and Courage**

Standing firm, pushing through, paying the price for the sake of Christ and the gospel

**Overall Purpose of the Role**

To effectively create opportunities for new supporters to move into partnership with London City Mission. Creating compelling opportunities for support through promotion of the difference that donors can make via multiple channels in evangelical media, conferences and social media groupings. To work across teams within London City Mission to identify external touch points with members of the evangelical community and successfully create opportunities for further support.



## **Responsibility for:**

- Working with the Director of Fundraising and Supporter Partnerships and the Individual Giving and Fundraising Manager to successfully create a programme of promotional activities that will increase the number of active individual supporters giving to the gospel mission work of London City Mission in line with agreed targets
- Independently project manage an agreed programme of activities, ensuring that all activities are undertaken in such a way that evaluation and analysis are possible and rigorously undertaken with any learnings routinely incorporated into future activities. Activities may include but are not limited to: engagement at Christian conferences, print media, digital media, social media.
- As part of the programme of activities, organise LCMs attendance at Christian conferences (post-Pandemic) and a rota of staff to attend and create compelling engagement and support opportunities for the evangelical audience present.
- Manage relationships with suppliers to effectively create and distribute marketing collateral to our target audience in line with set budgets.
- Develop a map of sub-audiences, ensuring learnings from proposition testing are evaluated and incorporated into developing a fuller understanding of each audience.
- Work across the organisation to identify external touchpoints with individuals likely to support London City Mission, sensitively and collaboratively building opportunities for deeper engagement with those members of the evangelical community we already have connections with.
- Work collaboratively with the London City Mission Communications and PR team in all activity ensuring that project planning is agreed in advance and they are well informed of their supporting requirements
- Report regularly on progress against agreed targets

## **Fundraising and Supporter Partnerships team:**

- Represent LCM at external events, including weekends, evenings and Sundays, and at a week-long conference each year where the post holder will be expected to communicate LCM's vision with a passion for and understanding of the gospel message, as well as share their personal journey of faith in Jesus Christ
- Manage team plans regarding supporter engagement, operations and finance
- Contribute towards identifying communications opportunities and developing content
- Develop positive relationships with all gospel partners including occasional support for other activities and projects within the Fundraising and Supporter Partnerships Team
- Keep up to date with fundraising knowledge, engaging in independent sector research, regularly reading relevant articles and identifying appropriate training opportunities.
- An understanding of, and respect for, different theological positions of a range of British evangelical churches
- Fully participate in the spiritual life of LCM including attending the annual week of prayer, monthly Team Days, and weekly/daily staff prayer meetings.

- Take due care of your own Health and Safety and that of others (as appropriate) in your working environment.
- Ensure compliance with General Data Protection Regulation principles and practice.
- Attend LCM provided training needed to support you in the delivery of the requirements of your role.
- Be an advocate for, and role model of, LCM values.

## Person Specification

### A. Specific Competencies

#### Essential

- Track record of growing a fundraising or customer base
- Knowledge of how utilising fundraising and marketing principles can be used to generate response
- Proven ability to work with designers to successfully create compelling marketing collateral
- Proven experience of effectively managing relationships with suppliers
- Experience of producing project plans, proposals and reports
- Experience of managing fundraising or marketing projects, providing analysis of the subsequent results and incorporating learnings
- Experience of working collaboratively in a way that demonstrates strong communication, influencing and interpersonal skills
- Experience of successfully working across teams at a senior level
- Ability to understand and use CRM databases, to maintain accurate records, generate reports and interpret data.
- Experience of using CRMs and MS Office with good Excel skills
- Commitment to proactive ongoing development of own fundraising knowledge and skills

#### Desirable

- Marketing or fundraising qualification
- In-depth knowledge of the UK evangelical church
- Experience of working to develop segmented target audiences

### B. Personal Qualities

1. Motivation: Understands the main aim of LCM's strategy and of their role in supporting that, and is motivated to deliver the full scope of their role as set out in this Job Description.
2. Judgement: Makes timely and sound judgements and decisions on a range of issues, seeking advice and approval from their line manager and other colleagues, as appropriate; ensures these are aligned with LCM's strategy and goals, and that LCM make the most of opportunities. Applies Godly wisdom.
3. Excellence, planning and organising: Commits plans to the Lord. Able to balance the twin priorities of: delivering and developing a fundraising or supporter partnerships activity to a high standard; whilst also working effectively to make progress in a range of areas. Able to look well ahead and develop clear and workable plans to get things done in a timely, effective, and efficient way. Monitors progress in delivering the fundraising service and plans, and keeps things on track, whilst being flexible to adjust plans if needed. Prepares and co-ordinates activities well whilst ensuring resources are well stewarded.
4. Relationships: Able to build and maintain fruitful working relationships with a wide range of people in their churches, specialist area of fundraising, and within LCM. Resolves conflict well.



5. Collaboration and Teamworking: Co-operates well with others and shares knowledge and expertise to support their work and development. Willing to learn from others. Works as part of a team, contributing to team goals and encouraging and supporting other team members. Works collaboratively within their own team as well as with colleagues across LCM (Field and Head Office).
6. Drive: Focuses on agreed priorities and manages time and effort to deliver an excellence and to make progress against plans. Innovates and works to improve gospel partnerships with supporters. Proactive to get things done and to keep things on track. Stewards well their time and resources. Anticipates potential blocks to progress and finds a way forward, asking for help and advice from their line manager and other colleagues when required. Takes initiative to develop new or better ways of doing things to meet specific fundraising needs or opportunities.
7. Values: Our four LCM values clearly shape the way they work and relate with others.

This job description is not intended to be exclusive or exhaustive. It is an outline indication of activity and will be amended in the light of LCM's changing needs.

### **Occupational Requirement**

London City Mission (LCM) is an organisation committed to preaching the Christian gospel to the people of London.

The Fundraising and Supporter Partnerships team works as a bridge between the LCM ministry team and those organisations, churches and individuals who partner with LCM to share the Christian gospel with the people of London. A key element of this role is to affirm the supporter's role in partnering with LCM to achieve our aims of sharing the gospel. The Fundraising and Supporter Partnerships team is expected to conduct the business of the London City Mission in line with the Mission's Evangelical Christian ethos and represent the London City Mission. They must have a willingness to share their journey to faith and the life-transforming message of the gospel, and lead and join in prayer meetings. It is therefore essential that the person appointed for this role has a full personal understanding of the Christian ethos which provides the basis for the strategy and objectives of the London City Mission.

Employees are required to agree to the Mission's Statement of Faith and Conduct.

This job description does not form part of a contract of employment



# MISSION CITY LONDON