

London City Mission

Individual Giving & Supporter Fundraising Manager

An aerial night view of the London City Mission building, a prominent skyscraper with a distinctive spire. The building is illuminated, and its lights reflect on the surrounding cityscape. The sky is a deep blue, and the city lights create a warm glow. Overlaid on the image are three diagonal banners: a yellow one with the word 'MISSION', a light blue one with 'LONDON', and a light green one with 'CITY'.

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A unique opportunity

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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 an Individual Giving and Supporter Fundraising Manager 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 an Individual Giving and Supporter Fundraising Manager who is driven by the conviction that LONDON NEEDS JESUS



The context

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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 an Individual Giving and Supporter Fundraising Manager to help the Fundraising and Supporter Partnerships Directorate deliver targeted donation growth, providing oversight of new supporter acquisition.

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 Individual Giving and Supporter Fundraising Manager role provides a unique opportunity to have an impact on reaching London with the good news of Jesus Christ, whilst growing and developing our core supporter base. A more detailed Job Description and Person Specification is attached, but key to success in this role will be the ability to:

- Work together with the Director of Fundraising and Supporter Partnerships to create and implement a strategy to sustainably grow income from individuals
- Create and develop a range of initiatives that will give individuals opportunities to successfully fundraise to support the work of London City Mission
- Provide oversight of all activities for identifying and welcoming new supporters

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

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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

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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 7 March 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

+44 (0)161 946 3550

Candidates may be interviewed before the closing date of 7 March 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.

**INDIVIDUAL GIVING AND SUPPORTER FUNDRAISING MANAGER
JOB DESCRIPTION**



Department: Fundraising and Supporter Partnerships
Reporting to: Director of Fundraising and Supporter Partnerships
Responsible For: New Supporter Engagement (Senior Officer)
Location: Based at our London Office at 175 Tower Bridge Road, with flexible and working from home options - temporarily working from home during the Covid Pandemic
Salary: £38,000 - £44,000

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

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Christ-Like Love

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Overall Purpose of the Role

To grow overall income from individual gospel partners, including managing the way gospel partners are asked to give throughout their supporter journey with London City Mission (LCM). Maximising income through increasing the proportion of regular giving and other donor development activities. Leading a team to successfully identify and develop opportunities to welcome new supporters, growing the LCM supporter base. Additionally, creating and promoting a range of inspiring community fundraising initiatives, growing supporter fundraised income.

Main Responsibilities

Fundraising and Supporter Partnerships (FSP) Management Team

- As part of the FSP management team contribute to the development of the overall fundraising messages and strategy.
- Support the delivery of the wider fundraising strategy, working across the organisation, and through conversations at a senior level, and considering opportunities relevant to the FSP team.
- Manage performance and development of direct reports in line with LCM values providing support, empowerment and accountability, giving feedback and coaching as appropriate.

Individual Giving

- Achieving the Individual Giving fundraising targets and KPI's as agreed
- Working together with the Director of Fundraising and Supporter Partnerships to create and implement a strategy to sustainably grow income from individuals
- Project manage and lead on all individual giving fundraising activities from existing supporters, ensuring that income from all channels, including digital, is optimised
- Actively minimise attrition of existing supporters by ensuring requests for support are appropriate and compelling
- Deepen gospel partnerships with supporters, resulting in sustained increased giving and increasing the number and value of committed givers
- Monitor, analyse and evaluate effectiveness of fundraising campaigns to individuals, improving the performance of future activities
- Forecast and report on both income generation by segment and expenditure
- Manage relationships with a number of external suppliers, providing briefs and feedback on creative content as appropriate
- Lead on the creation of ancillary individual giving content, developing a compelling fundraising proposition, providing inspiring opportunities to support the work of LCM

Supporter Fundraising

- The creation and development of a range of initiatives that will give individuals opportunities to successfully fundraise to support the work of LCM
- Lead on the design, creation and execution of a supporter journey for each fundraising opportunity
- Successfully establish continued relationships with fundraisers beyond the fundraising initiative.

New Supporter Engagement

- Oversight of all activities for identifying and welcoming new supporters
- Ensuring that the value to LCM of welcoming different types of supporters is properly weighted and that KPI's reflect this
- Ensuring that the legal basis for future communication is well established at the point that the relationship is established

Key Relationships

- Ministries team for potential fundable projects or initiatives
- Communications team for messaging, content and digital media
- External suppliers; mailing house, copywriters, designers

Fundraising and Supporter Partnerships team:

- Represent LCM at external events, including some weekends, evenings and Sundays, including travel as needed. Also engaging with potential new supporters 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
- Development of 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.

Expected Standards

- Exhibit proactive leadership on all expected standards and wellbeing within your own areas of responsibility. This will include regular communication with employees, volunteers and others to maintain and raise standards and improve wellbeing
- 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
- Be a committed member of an evangelical church.

Person Specification

A. Specialist Competencies

Essential

- At least 3 years fundraising experience
- Proven experience of successfully raising significant increasing income via direct mail or similar mass marketing activities
- Proven experience of success in multi-channel donor acquisition and direct marketing campaigns
- Knowledge of the principles that underpin success in fundraising and marketing, including relationship fundraising
- In-depth understanding of the UK Evangelical Church
- Experience of managing relationships with suppliers
- Experience of using and developing CRM databases for segmentation, reporting and analysis
- Excellent level of fundraising copywriting and editing skills
- Proven experience of developing successful individual giving campaign or supporter fundraising ideas
- Experience of managing a design, print and production process with external agencies
- Strong project management skills
- High level of data analysis skills, including utilising the CRM database and Excel
- Excellent communications and influencing skills
- Commitment to proactive ongoing development of own fundraising knowledge and skills and those of your team

Desirable

- Educated to degree level
- Professional qualification or significant training in Fundraising, Marketing or Communications
- Line management of a team
- Experience of increasing income through Supporter Fundraising initiatives

B. Personal Competencies

1. **Motivation:** Understands the main aim of LCM's strategy and of their role and the work of the FSP team in supporting that. Is motivated to deliver the full scope of their role as set out in this Job Description.
2. **Leadership:** Able to lead and motivate a team, undertaking regular 1:1's, overseeing plans and processes and ensuring that staff are appropriately supported, empowered and accountable. Can create a culture of high performance and provides fresh strategic thinking and insight; inspires and focuses others to achieve our strategy and goals, and drives progress through their team. Actively builds a positive working culture reflecting our values.
3. **Judgement:** Makes timely and sound judgements and decisions on a range of issues, creating practical solutions to problems, 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.

4. **Planning and organising:** Commit 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.
5. **Relationships:** Able to build and maintain fruitful working relationships with a wide range of internal and external stakeholders. Resolves conflict well.
6. **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).
7. **Drive:** Focuses on agreed priorities and manages time and effort to deliver excellence, to make progress against plans, and to achieve targets. Innovates and works to improve gospel partnerships with supporters. Proactive to get things done and to keep things on track and resilient. 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.
8. **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 supporters 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 and be an evangelical Christian

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



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