**JOB PROFILE:** Fundraising Innovation Lead

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| Mission Area | Team |
| Mobilisation | Fundraising |
| Position of Job in Organisation |
| The Fundraising Innovation Lead will report to the Fundraising Manager and will work alongside the , Donor Relations Officers, and the wider Mobilisation team. |
| About Scripture Union in England and Wales |
| Scripture Union is a national mission-movement the aims of which are to pioneer and create opportunities for children and young people to explore the Bible, respond to Jesus, grow in faith and become sharers of the good news of Jesus themselves. Our priority is to reach those who don’t yet know Jesus. In all its work, Scripture Union aims to care for children and young people, share God’s good news, and offer choices and opportunities, whilst being credible, relevant and inspiring. |
| Vision of SU in England and Wales |
| Our vision is of a new generation of children and young people who have a vibrant, personal faith in Jesus. |
| Purpose of the job |
| Working in partnership with key staff across the SU Movement, the Fundraising Innovation Lead will develop and trial new avenues and approaches to fundraising for Scripture Union, aiming to broaden our support base and introduce new and effective fundraising streams to our existing portfolio. |
| Dimensions and quantities |
| The most important dimensions and quantities for this job are:* The role will report to the Fundraising Manager.
* The development, trialling and implementation of new and innovative approaches to income generation.
* Generation of income to contribute to our target in excess of £4m pa through new strategic approaches.
* Generating excitement and cross-movement ownership of income generation among existing staff, volunteers and supporters.
* Delivery of fundraising activities in line with the movement strategy including applications to grant making trusts, relationship management with high and mid value individuals, fundraising campaigns, legacy work and the development of new fundraising resources.
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| Key accountabilities |
| The key accountabilities for this job are to:* Identify, plan and trial new ways to generate income for Scripture Union
* Develop existing work and launch new fundraising programmes to increase fundraising income across the movement
* Implement reporting and review procedures to ensure efficient and effective fundraising activities.
* Propose new ideas for fundraising campaigns and work effectively with other team members to achieve agreed fundraising goals.
* Inspire and lead others to maximise motivation, performance and creativity in delivering campaigns and strategy.
* Support SU staff including Regional Teams in their fundraising activities, providing resource, training and guidance as necessary.
* Manage resources effectively, generating solid returns on investment in our fundraising efforts, including commissioning work to external and internal providers where necessary
* Work within the Mobilisation Team, and across the organisation to create compelling and imaginative proposals for fundraising to exceed agreed financial targets.
* Contribute regularly to cross-movement management meetings.
* Take on other tasks, duties or projects commensurate with the general level of this post.

In common with all members of staff, to:* Further the aims and objectives of Scripture Union, working in accordance with its ethos
* Be part of the prayer life and fellowship of Scripture Union, including staff prayers, days of prayer and worship, and staff conferences, which combine prayer, worship and strategy
* Undertake personal development through study and reflection, work reviews and in-service training
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| Educational and / or training qualifications and certificates |
| The person appointed will have:* A graduate-level qualification in a relevant subject area or equivalent experience.
* A qualification or relevant experience in fundraising or formal training in this area
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| Person specification |
| The person appointed will:* Be an experienced fundraiser who has a sound knowledge of the UK Christian marketplace and the attitudes and motivations of Christian donors.
* Be an excellent communicator with a proven track record in project managing fundraising and marketing campaigns from concept to delivery.
* Be creative and outgoing, willing to make bold decisions and test new ideas.
* Be an enthusiastic team player and be competent at working effectively on your own as well as part of a team.

In common with all members of staff, the person appointed will:* Be a committed Christian in sympathy with the aims and ethos of Scripture Union who has an active involvement in the mission of a local church
* Seek to have a sound biblical understanding that is applied in daily living and encouraged in the lives of others
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| Necessary technical / functional skills |
| The person appointed will have:* A fundraising background operating within a charity context (preferably Christian based) including over three years’ experience in charity fundraising.
* Proven track record in successful fundraising, in one or more areas including individual fundraising, major donor fundraising, grant applications, legacy campaigns, fundraising events or church partnerships.
* Ability to be a self-starter. Scripture Union’s strategy demands significant increase in fundraising income and, as such, the role holder will need to be able to suggest and develop ideas for new fundraising initiatives and campaigns.
* Experience of delivering fundraising activity to recruit or retain regular donors.
* Skill in applying knowledge and understanding of key principles of fundraising with an ability to identify and maximise new funding opportunities as they arise.
* The ability to work as part of a team but also to work on your own initiative under pressure and to tight deadlines.
* Excellent interpersonal skills with the ability to build relationships internally and externally.
* Knowledge of the regulatory environment (e.g. data protection regulations, Gift Aid rules and regulations, CIoF Codes of Fundraising Practice).
* Demonstrable experience of collecting data from the database, producing ROI reports and analysing fundraising results.
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| Required behavioural competencies |
| Commitment to goals & values | Shows commitment in theory and practice to the objectives, values and goals of the movement |
| Self-control | Performs effectively and maintains stamina in stressful and difficult situations. Able to keep emotions under control when provoked or when faced with opposition or hostility from others |
| Analytical thinking | Analyses problems and identifies the key issues, which need action. Assesses a situation in a systematic way, identifying time sequences, setting priorities and drawing logical conclusions from the data |
| Relationship building | Works to identify, build and maintain positive long-term relationships with colleagues and contacts |
| Concern for impact | Anticipates and responds to the needs of others in order to achieve the required outcome. Develops and modifies approach to reflect the feelings, views and concerns of others in order to influence |
| Persuasion | Builds persuasive, convincing and appropriately formulated arguments |
| Developing others | Creates an open and supportive environment where people take responsibility and are actively encouraged. Listens, supports and identifies learning opportunities for others. Coaches, offers one-to-one mentoring and gives clear, honest and constructive feedback |
| Concern for excellence | Drives consistently towards improvement and excellence in all aspects of work |
| Results focus | Sets challenging yet realistic goals and objectives, focusing energy into striving to achieve them within agreed timescale |
| Thoroughness | Follows tasks through to completion with attention to detail and accuracy |
| Job profile updates |
| Updated by: Rachel Warwick | Date: 21 October 2024 |
| Staff signatures |
| Line Manager:  | Date:  |
| Employee:  | Date:  |
| Human Resources:  | Date:  |