



Churches Engagement Officer

Job Description

Job title: Churches Engagement Officer

Responsible to: Church Action on Poverty Programme Manager

About the role

The post-holder will promote Church Action on Poverty's work and vision to churches and supporters in the south of England by organising local events and a speakers' network. You will be part of our wider Supporter Relations team, building lasting relationships with individuals and churches to significantly grow our supporter base and fundraising income, working towards targets set as part of a new supporter relations strategy.

Key objectives

- Increasing awareness of Church Action on Poverty and our work
- Increasing our engagement with and income from local churches
- Increasing unrestricted income from supporters, members and donors

Key responsibilities

Face-to-face engagement with supporters and churches

- Use existing materials to plan, deliver and lead evaluation of education and training events which inspire and recruit churches and individuals to respond through financial giving, movement-building, political action and personal prayer to Church Action on Poverty's work.
- Deliver talks and workshops at synods and other church events to which Church Action on Poverty is invited.
- Recruit and nurture new supporter churches.
- Achieve core targets for new committed givers, donation income from collections, and active participation in our work.

Church partnership/speakers network

- Develop a network of volunteers who will speak and develop church partnerships for Church Action on Poverty in the south of England.
- Arrange the delivery of appropriate training sessions for Church Action on Poverty volunteers, members and supporters within the south of England.
- Promote Church Action on Poverty speakers to churches, and match up requests and speakers.
- Achieve core targets for numbers of talks and income generated.

Organisational / other

- Work closely with colleagues to review and develop Church Action on Poverty's supporter marketing and church partnership strategy, and refine delivery plans accordingly.

- Manage project expenses in line with an agreed budget.
- Report as required for management purposes.
- Contribute to the activities of Church Action on Poverty as a member of the staff team as appropriate.

Accountability and relationships

The Churches Engagement and Supporter Marketing Officer will be accountable to the Church Action on Poverty Programme Manager, and will receive regular supervision by phone and occasionally face-to-face. They will have close working relationships with the Communications and Supporter Relations Manager, Office Manager and other members of the Church Action on Poverty staff team.

Other details

- Duration:** The post is initially on a two-year basis, reviewed after 12 months, with the intention of extending the contract depending on the review of the success of the strategy towards the end of year one.
- Hours:** 14 hours per week, either employed or on freelance basis (to suit successful candidate). Likely to be worked very flexibly (including opportunity to take substantial time off in lieu accrued during busy periods of work), including both evening and weekend work.
- Salary:** Church Action on Poverty Salary Band D/E £26,822 - £33,437 (SCP 30-38 on the local authority APT&C scale), dependent on previous pay and experience.
Or on a freelance basis £200 per day for up to 80 days per 12-month period.
- Pension:** Church Action on Poverty will make a contribution to a mutually agreed pension scheme of up to 10% of salary, on the basis that the employee contributes not less than 5%. Not available if worked on a freelance basis.
- Holidays:** 25 days' annual leave pro rata plus statutory holidays (employed basis).
- Location:** Central or southern England, within easy travelling distance of Birmingham, Bristol, Oxford and London. Home-based or potentially from an office negotiated with a local partner organisation. Occasional (eg quarterly) travel to Church Action on Poverty's office in Salford will also be required.

Person specification

Criteria	Assessed by
Skills/knowledge	
An understanding of a range of churches/denominations and ability to operate comfortably in a church environment.	A.I.R
A strong personal commitment to working for social justice	A.I
Good interpersonal and communication skills including verbal, written and presentational.	A.I.R
Entrepreneurial skills, a self-starter who is good at initiating relationships and activities	A.I
Knowledge and understanding of how to grow relationships and income through supporter marketing, especially face to face	A.I.R
Experience	
Experience of engaging with a range of churches/denominations	A.I.R
Experience of developing and delivering events and other supporter marketing activities	A.I.R
Experience of project delivery with a track record of delivering against targets	A.I.R
Experience of training and motivating volunteers	A.I.R
Work-related circumstances	
Understanding of and willingness to adhere to Church Action on Poverty's vision and values	A I
Willingness to work flexibly, including evenings, weekends, and significant travel across the south of England and occasionally to Salford. Ability to drive and access to a vehicle is desirable.	A.I

A = Application; I = Interview; R = Reference

Background information

Church Action on Poverty is an independent, ecumenical charity which has been working since 1982 to tackle the root causes of poverty in the UK. We aim to: build a more just society; build the capacity of poor communities to exercise power; build a movement for positive change; and change public perceptions of people in poverty.

Our work involves working with churches, other partner organisations – and critically with people themselves in poverty – to tackle some of the root causes of poverty in the UK. We currently do this through pioneering new ways of giving a voice to people experiencing poverty; innovative approaches to tackling food poverty; and running effective national campaigns in partnership with the churches and other organisations.

This work depends on building and maintaining strong relationships with individual Christians and local churches. They form a key component of the movement that speaks out for positive change – and their donations provide the core income that enables us to carry out our work.

The new role of Churches Engagement Officer has been created to raise our profile in the churches, and to get more people involved in our movement for change. Whilst we are a national charity, with members and supporters across the UK, given our base in Manchester/Salford, we have traditionally been more successful at engaging churches across the north of England. The focus for this post is therefore specifically to engage more effectively with our existing members and supporters – and to reach out to new audiences - across the south of England.

Our new supporter relations strategy

In January 2017 the Council of Management agreed that we should give additional focus on our fifth strategic aim – being an effective and sustainable organisation.

To ensure our financial sustainability, it is essential that we find ways of increasing the numbers of churches and individual supporters who are aware of and engage with our work on a regular basis, and unrestricted income from supporters, members, committed givers and churches.

Over the past 4-5 years we have been successful at increasing donor income, including most notably increasing the value of committed giving, without substantially increasing the numbers of people giving to us on a regular basis.

- Our overall donor income over the past 4 years (£152k per annum) is almost 50% higher than in the previous 4 years (c£104k per annum)
- Virtually half of this income now comes from committed giving – with almost two thirds of our committed donors giving regularly every month or quarter.
- At the same time our overall number of members and committed givers has been largely static.

Whilst we have been effective at getting more money from our existing supporters, to continue increasing our unrestricted income we will need to be better at attracting new donors and supporters in future.

Key objectives

- Increasing awareness of Church Action on Poverty and our work
- Increasing our engagement with and income from local churches
- Increasing unrestricted income from supporters, members and donors

Church Action on Poverty currently has over 2,200 committed and one off donors, and a further 15-20,000 supporters, with whom we communicate with regularly via direct mail, email and social media. Many members and donors have a long-standing relationship with Church Action on Poverty, but in common with the general demographic of the churches, are increasingly elderly.

Supporter and donor acquisition and retention

Attracting new donors is a difficult job, and we want to extend the range of ways in which we do this (direct mailing has been our main tool). We anticipate that face-to-face marketing through events will be a key element. We intend to target those on our current supporter base who are not donors, and to convert one-off donors to regular giving methods. We would like to explore telemarketing campaigns as a way of creating more regular givers

Accessing target group via churches and face-to-face events

Church Action on Poverty has a strong relationship with and vision for the Church – which we are currently further developing through our ‘Church of the Poor’ programme. Building on this we want to sharpen our offer to, and role as part of the church, and develop the language to successfully articulate this.

Developing a church relationship/partnership strategy

We want to develop a church relationships team, including trustees, supporters and other volunteers.

Developing a speakers and church partnerships network

who will bring Church Action on Poverty’s work to more people in local churches across the country. Events and talks are potentially a great way to raise our profile, and to encourage existing supporters to become more involved in our work. For example a team of volunteers could be involved as speakers, church representatives, event organisers or fundraisers in their local area.

Application for employment

Confidential

Job applied for: **Churches Engagement Officer** Closing date: **9am, 5 February 2018**

Personal details

Surname: _____ Other names: _____

Permanent residential address: _____

_____ Postcode: _____

Daytime telephone: _____ Evening telephone: _____

Email address: _____

Where did you see this job advertised? _____

Referees

Please give the names and addresses of two people who can provide references. Do not include relatives (unless your current or previous employer is a relative). **If you are at present employed, please give details of your present employer. If not currently employed, please give the details of your last employer.**

<p>First referee</p> <p><i>Delete as appropriate:</i></p> <p>Current employer / former employer / friend / other (<i>specify</i>): _____</p> <p>Name: _____</p> <p>Address : _____</p> <p>_____</p> <p>_____</p> <p>Email address: _____</p> <p>Telephone number: _____</p> <p><input type="checkbox"/> <i>Tick here if you do not wish us to approach this person without prior permission.</i></p>	<p>Second referee</p> <p><i>Delete as appropriate:</i></p> <p>Current employer / former employer / friend / other (<i>specify</i>): _____</p> <p>Name: _____</p> <p>Address : _____</p> <p>_____</p> <p>_____</p> <p>Email address: _____</p> <p>Telephone number: _____</p> <p><input type="checkbox"/> <i>Tick here if you do not wish us to approach this person without prior permission.</i></p>
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Work experience

Please give details of past and present work. This can be paid work, voluntary work, work at home, time spent raising a family, etc. All time since leaving full-time education should be accounted for. **Start with the most recent. Use the space below and please do not attach a CV.**

Name and address of employer or organisation	Job title or role	Paid? (yes/no)	Main duties	From	To (month/ year)	Reason for leaving

Qualifications

Academic and/or professional

Date	Qualification	Level	Where obtained

Training

Include any short courses you have taken.

From	To	Details

Personal statement

Your application pack includes a person specification. This is very important because it lists the essential requirements necessary for this job. **Please follow the steps below before completing this section.**

- 1) Study the person specification very carefully. It shows which of the requirements listed will be assessed from the application form. This means that the panel will be looking for evidence that you meet these particular requirements from the information you give in the space below.
- 2) Please show concrete evidence and real examples of how you meet each of these requirements. **Remember if you do not show that you meet these requirements, it will not be possible to shortlist you for an interview.** Please continue on separate sheets if required.

Disabled applicants

Where the successful applicant is a disabled person, every effort will be made to supply all necessary adaptations, employment aids or equipment to enable them to carry out the full duties of the job.

If, however, you feel that a certain aspect of the job may still prove unachievable by you, and this is due to the nature of your impairment, then the panel will give full consideration to the possibility of redesigning the job to remove that particular barrier. If you wish to bring such a matter to the panel's attention at this stage, please do so in the space below. If you have no such matter to raise, then simply leave this space blank.

Health and medical conditions

Do you suffer from any medical conditions that might affect your ability to carry out the job?

Yes No

If yes, please give details:

Period of notice

How soon after an offer of employment would you be able to start the job?

Declaration

I confirm that to the best of my knowledge the information I have provided in this application (including home address and self-declaration) is correct and true. I realise that if it is found that I have deliberately given false or misleading information I am liable to be disqualified from further consideration or, if appointed, to be dismissed immediately and without notice.

Signed: _____

Date: _____

Please return to info@church-poverty.org.uk or Church Action on Poverty, 28 Sandpiper Court, Water's Edge Business Park, Modwen Road, Salford M5 3EZ.

Equal Opportunities monitoring

The information in this section will be treated in the strictest confidence, and used to produce overall statistics about recruitment and selection, and to take action to prevent discrimination.

Gender

Please put a tick in one of these boxes.

I am... Female Male

Disability

Please put a tick in one of these boxes.

Do you consider yourself to be a disabled person? Yes No

Please give further details if you wish:

Age

Please put a tick in one of these boxes.

I am.. under 18 18-24 25-44 45-64 65 or over

Ethnic origin

Please put a tick in one of these boxes.

I would describe my ethnic origin as...

- | | |
|--|---|
| Bangladeshi <input type="checkbox"/> | Caribbean <input type="checkbox"/> |
| East African Asian <input type="checkbox"/> | African <input type="checkbox"/> |
| Indian <input type="checkbox"/> | Other Black (<i>please specify</i>) <input type="checkbox"/> |
| Pakistani <input type="checkbox"/> | _____ |
| Chinese <input type="checkbox"/> | White & Black Caribbean <input type="checkbox"/> |
| Vietnamese <input type="checkbox"/> | White & Black African <input type="checkbox"/> |
| Other Asian (<i>please specify</i>) <input type="checkbox"/> | White & Asian <input type="checkbox"/> |
| _____ | Other Mixed Origin (<i>please specify</i>) <input type="checkbox"/> |
| Middle Eastern <input type="checkbox"/> | _____ |
| | Irish <input type="checkbox"/> |
| | White British <input type="checkbox"/> |
| | Other White (<i>please specify</i>) <input type="checkbox"/> |
| | _____ |

