

# Head of Public Fundraising Role Profile

<b>Location</b>	London	<b>Department</b>	Fundraising and Supporter Engagement
<b>Reports to (Job Title)</b>	Director of Fundraising and Supporter Engagement	<b>Salary Band</b>	A high
<b>Matrix manager (if applicable)</b>	N/A	<b>Competency level</b>	4

## Role definition

### Role purpose

Legacies and Individual Giving are Christian Aid's two biggest income streams with phenomenal growth potential. This role will inspire and our brilliant public fundraising teams to to grow income to eradicate poverty. You will translate ambitious growth projections into robust annual delivery plans all with a view to maximising net income and supporter lifetime value.

You'll recruit new supporters to grow our giving base and be agile and responsive to world events, ready to launch campaigns in response to humanitarian emergencies at a moment's notice.

You'll collaborate with our Head of Comms to ensure a powerful, integrated, coherent narrative and content across our highest profile campaigns which amplify their impact for our brand and fundraising.

Insight and innovation will be crucial to future growth across our public fundraising so you'll be passionate about the power of reporting, data and qualitative insights to inform our work. You'll love testing new ideas and rapidly scaling those which work and learning from those which don't.

### Role context

Christian Aid's vision is a world free from poverty, and based on dignity, equality, justice and love through the development of a global movement for change. This role will be help deliver our vision by producing exceptional and inspiring individual giving and legacies campaigns while providing insight for he whole organisation.

We have a huge opportunity to inspire Christians and others to support the fantastic work Christian Aid does financially as individuals and through their churches, thereby driving income growth.



Christians are our primary audience so ideally this role will have a clear understanding of the Christian audience both at a church and individual level.

#### Key outcomes

- Ensuring income targets are met, continuing and accelerating growth in Christian Aid's two biggest income streams, responsible for £30m income annually.
- Recruiting 10,000+ new donors a year to build our supporter file.
- Developing a brilliant individual giving and legacies strategies that inspires Christians and others to give, act and pray.
- Manage multi-million pound income and expenditure budgets accurately and effectively, reforecasting with transparency and balancing ambition with pragmatism.
- Collaborate to combine our brand and fundraising comms so they build on each other and maximise impact, while ensuring the development of powerful content and stories.
- Expert use of audience insight to drive all activity, particularly innovation.
- Play a strong leadership role across Christian Aid and especially within the Fundraising and Supporter Engagement Department.
- Leadership of fantastic agency relationships to ensure we have the best, most effective creative and media agencies.

#### Role agility

Expected national travel per annum Choose an item.

On call/unsocial hours No

Expected international travel per annum Choose an item.

Surge capacity for emergency responses No

#### Role requirements

##### Relationships

##### External:

- Maintaining an in depth understanding of the priority audiences target market and other relevant audiences requires a wide range of external relationships and engagement, not least in the church.
- Strong agency and supplier networks.



- Relationship with professional bodies, especially those in the fundraising sector and other international charities
- IOF and other sector bodies
- Widely networked in the fundraising and marketing sectors.

#### **Internal:**

- Christian Aid Directors
- Head of Comms
- Public Affairs, Campaigning and Advocacy Departments
- International Programme Teams
- Finance
- FSE leadership team
- Church and Community Fundraising and Engagement Team

#### **Decision making**

This role is empowered and accountable to deliver the above objectives. SMART objectives will be set in collaboration with the FSE Director and performance against these will be managed over the course of the year.

**Budgetary/savings responsibility** Income £30m / Expenditure £3m

#### **Analytical skills**

This role requires a level of analytical skills to ensure the monitoring and deployment of staffing and activity meets the targets set. The expectation is that this role knows both the numerical success of the work and the depth of the success. It is expected that significant creative and analytical thinking is required to assess progress against targets and to regularly question processes and ways of working to identify changes that will improve performance. Excellent income modelling skills, particularly over the medium to long term to understand legacy and regular giving investment outcomes. Understanding of brand impact and econometric modelling.

#### **Developing self and others**

**Number of Direct reports**  
3

**Overall people management responsibility**  
21

- Creating a compassionate and high-achieving culture where people thrive and develop in their fullness.
- Has direct responsibility for leading developing, coaching and motivating a group of individuals,
- Developing an expert fundraising team which is considered to be a leader in the sector.



- Providing inspiring leadership and fostering a high challenge, high support environment where individuals grow and develop
- Developing talent maps and succession plans
- Develops excellent relationships to influence the work of others when working in partnership to deliver Christian Aid's aims
- Role modelling a curiosity and an openness to learning, communicating and listening continuously with team members and other stakeholders
- Showing emotional intelligence - being self-aware in all relationships

#### Role related checks

**DBS Clearance** [Basic](#)     **Counter terrorism screening** Required

#### Person specification

##### Applied skills/knowledge and expertise

##### Essential

- Experience of leading & developing high-performing teams. Excellent knowledge and experience of individual giving and legacy fundraising and a successful track record of delivering income generation through integrated activities.
- Expertise in evaluating through econometrics, Lifetime Value (LTV) and the Return in Investment (ROI) of all marketing activity and substantial experience of incorporating that expertise into the budgeting and planning cycle.
- Experience of inspiring and successfully managing external agencies to ensure brilliant and effective output.
- Understanding of the Christian and church audiences.
- Excellent communication, influence and interpersonal skills.

In order to meet the needs of the role, there will be a requirement for attendance at evening and weekend events, particularly at key moments in the Christian Aid calendar. The role also participates in an on-call duty rota on a regular basis to cover emergency situations, however such call outs are rare.

##### Digital/IT competencies required

<b>Word, Excel, PowerPoint</b>	<a href="#">Intermediate</a>	<b>Web content design &amp; development</b>	<a href="#">N/A</a>
<b>Internet based collaboration tools and video calling</b>	<a href="#">Intermediate</a>	<b>Social Media</b>	<a href="#">Basic</a>
<b>Data Visualisation</b>	<a href="#">Intermediate</a>		



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