

Applicant pack

Head of Fundraising

March 2020



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Thank you for your interest in working for BRF. We hope the information contained in this pack will give you a flavour of our work and our vision for the newly created role of Head of Fundraising.

If after reading through the information you have further questions and would like to talk about the role informally, please contact Sara Sheerin at sara.sheerin@brf.org.uk to arrange a phone call.

Who we are

The Bible Reading Fellowship (BRF) is a Christian charity that is passionate about enabling people of all ages to grow in faith and understanding of the Bible. BRF resources the spiritual journey of individuals and the mission and ministry of local churches. BRF also provides a professional education service equipping primary schools to explore Christianity creatively and confidently.

Today BRF works with three main constituencies: individuals, churches and primary schools

- **Individuals** – resourcing individuals of all ages to grow in their Christian faith and understanding of the Bible
- **Churches** – resourcing the mission and ministry of local churches
- **Primary schools** – providing a professional education service to enable pupils and their teachers to explore the Bible and Christianity creatively and confidently.

BRF's ongoing work with **individuals and churches** is delivered through a number of defined areas of charitable activity:

- **Anna Chaplaincy** offers spiritual care in later life and at present has 63 Anna Chaplains. We hope to grow the number of Anna Chaplains to 100 by the end of 2019 so that more older people can benefit.
- **Holy Habits** aims to develop missional discipleship as a way of life. After originally being developed in the Methodist church, with BRF it is now being shared across denominations.
- **Living Faith** looks to resource people's spiritual journey to help people live out and grow in their faith. We do this through daily Bible reading notes, books, online materials and various events throughout the year.
- **Messy Church** – church but not as you know it! Since Messy Church first began in one church in Cowplain in 2004, there are now nearly 4,000 registered Messy Churches over 25 countries. BRF is continually resourcing this growing mission with new and creative ideas.
- **Parenting for Faith** is equipping parents to raise God-connected children and teens. The vision is to inspire and equip thousands of parents to spiritually parent their children for faith; and to enable churches to provide the supportive community that makes this possible. Uptake of the free downloadable course is continually growing and the weekly Parenting for Faith podcast was recently nominated for a Premier Radio Digital award.
- Our work with primary schools is delivered through our **Barnabas in Schools** programme. Our team members contribute to the national education debate on RE as well as delivering Barnabas RE Days to nearly 30,000 children each year.

The role and who we are looking for

Since its inception in 1922, BRF has tried to make the Bible and biblical values as accessible as possible and that is still true today. BRF prices its resources and support affordably and where we can for free. As such, there is a need for fundraising activity in order to keep this vital work going.

Each year it costs approximately £2m to run the charitable activity of BRF. £1m of income comes from sales, training and consultancy. The other £1m is raised from voluntary income; from donations, grants and legacies. Our fundraising team has a crucial role in helping attain this income.

We are looking for a creative fundraiser, who is looking to apply their diverse fundraising experience in a leadership role. The role gives the opportunity to share stories and impact of BRF's work through campaigns, newsletters, appeal letters, occasional events and, in collaboration with the communications team, through our websites and social media. The Head of Fundraising will also project manage our largest campaign of the year, the Messy Church £100 Appeal.

We are looking for someone to lead our fundraising team. We welcome both current leaders and those looking to take the next step into a leadership role. This role provides both hands on experience but also an opportunity to shape the future of BRF's fundraising. BRF sees significant potential in exploring church partnerships and the Head of Fundraising will lead the way creatively crafting, piloting and implementing a new church partnerships campaign, working with others across the organisation.

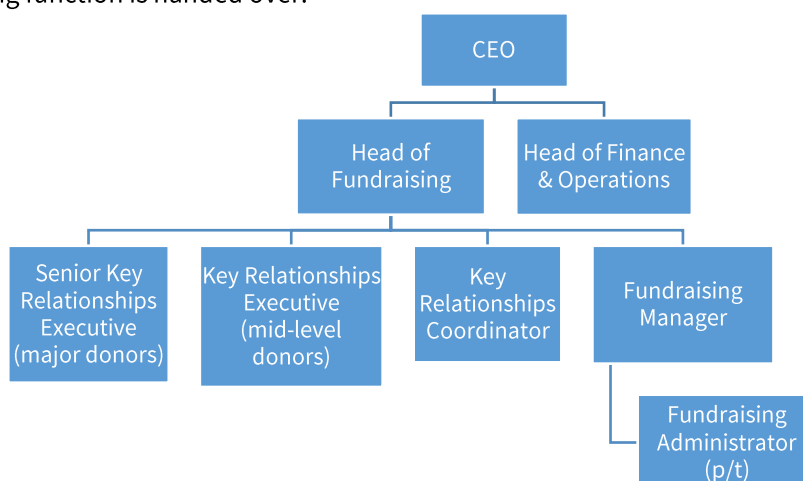
The Fundraising Team

The BRF Fundraising team's purpose is to inspire, encourage and ask people to give and pray, by sharing the impact of what BRF does and the need to resource this work.

The Fundraising Manager's focus is on churches, legacies and regular giving from individuals. This activity is supported by the Fundraising Administrator. The team also includes three people focused on Key Relationships, working with mid and major donors and smaller trusts.

The whole team collaborate on events and campaigns during the year. The fundraising team works closely with the CEO on all fundraising activity. In addition, he is the main contact with the largest trusts that support the work of BRF.

To begin with, the Head of Fundraising will work very closely with the Head of Finance & Operations as the Fundraising function is handed over.



Job Description

Head of Fundraising

The role

Main purpose: To design, shape and implement a fundraising strategy of income-generating activities across the various funding streams - churches, trusts, legacies and regular giving from individuals. To lead the Fundraising team, ensuring its effective performance and delivery against organisational goals.

Reporting to: Chief Executive

Direct reports: Fundraising Manager, Senior Key Relationships Executive, Key Relationships Executive, Key Relationships Coordinator

Location: BRF office, Abingdon with the possibility of some homeworking

Hours: Full-time/part-time (minimum 22.5 hours per week)

Salary: On application

Main areas of responsibility

- Deliver fundraising income targets for BRF and its ministries and programmes
- Develop and implement a growth strategy in particular for churches, individual giving and legacies
- Develop, plan and coordinate fundraising activity for legacies, individual giving and churches
- Oversee and guide the Key Relationship Team's activity
- Explore and expand diversification of income generation to include church partnerships
- Along with key colleagues, develop and maintain a stewardship program
- Encourage and promote a fundraising culture within BRF, its ministries and programmes and volunteer network
- Identify and submit applications for significant grants and corresponding feedback reports
- Work collaboratively with colleagues across BRF ministries and programmes to develop appeals and campaigns
- Ensure up to date with latest best-practice techniques
- Line management responsibility of the Fundraising team

Skills and experience

Essential

- Excellent communication and people skills, specifically:
 - Excellent copywriting skills and ability to communicate jargon-free information in a clear and accessible way
 - Able to speak articulately about the organisation and present to an audience
- Experience of creating excellent case for funding documents
- Experience of delivering fundraising campaigns (ideally including regular giving and legacies)
- Understanding of the needs of different types of donors
- Project management skills to enable delivery against multiple projects at any one time
- Experience of donor stewardship (ideally including experience of planning and delivering supporter events)
- Flexibility and ability to work well under pressure
- Line management experience
- Strong commitment to the aims of the organisation

Desirable

- Use of CRM system to support fundraising
- Community fundraising experience
- Experience of planning fundraising events
- Legacy fundraising experience
- A track record of increasing regular giving
- Trust fundraising experience

Benefits

- 28 days' holiday per annum, including Bank Holidays (increasing to 33 days after five full calendar years' service)
- Auto enrolment pension scheme (8% employer contribution, 3% employee contribution)
- Private Healthcare (after 12 months completed service, subject to underwriting)
- Flexitime scheme (after successful completion of probation period)
- Flexible working opportunities

There is an occupational requirement that the role be held by a Christian, as defined by the Equality Act 2010.

To apply, please email your CV together with a covering letter, outlining how you meet the skills and experience required, to Sara Sheerin at sara.sheerin@brf.org.uk.

Closing date: 5:00pm on Thursday 30 April 2020.