



## Fundraising Supporter Development Coordinator Job Pack

**Thank you for your interest in the role of Fundraising Supporter Development Coordinator at Church Urban Fund (CUF).**

Church Urban Fund has a proud history of being good news within our low-income communities across England. We partner with churches, different faith communities and schools through our family of charities - Near Neighbours, CUF and Just Finance Foundation - and aim to learn from and journey with the communities that we serve. Our core mission is shaped by the drive to alleviate poverty in all its forms, by developing partnerships and programmes of hope, love and dignity.

We are inspired by Jesus' ministry to be with and alongside and serve the most marginalised and vulnerable in society, and follow his command to Peter and the wider Christian community 'tend or feed my sheep'. We are a relatively small charity, where everyone plays a significant part in shaping our culture and serving the wider community, together.

We are seeking an experienced, energetic and enthusiastic Fundraising Supporter Development Coordinator to coordinate campaigns, direct marketing appeals, and other supporter and public communications, using best practice to maximise income for individual and church giving.

If you feel that this role could be for you, we would love to hear from you.

A handwritten signature in black ink that reads "Rob".

Bishop Rob Wickham  
Group Chief Executive



## About Us

At CUF, our mission is to tackle complex challenges like poverty and exclusion across England by mobilising people, churches, and whole communities to make a positive difference.

Through programmes like Growing Good, Places of Welcome and Positive Pathways, we aim to transform the lives of those in poverty and strengthen communities by reducing loneliness, increasing self-confidence and building stronger communities.

### The CUF family currently consists of:

**TOGETHER  
NETWORK**+

A network of charities, founded and convened by CUF, that promotes collaborative, local social action through network building, strengthening of relationships and the development and delivery of programmes to tackle social issues including food poverty, loneliness and homelessness. The Together Network currently has 15 core partners, and we are seeking to grow the network.

**NEAR  
NEIGHBOURS**

The focus of Near Neighbours is on building bridges between people of different faith groups, cultures and backgrounds. By encouraging people to get to know each other and work together, relationships of trust – which transcend difference – are built and neighbours are empowered to improve their communities together.

**JUST  
FINANCE  
FOUNDATION**

The work of the Just Finance Foundation is to promote a fairer financial system that equips people to manage their money better.

A key focus is on helping primary-aged children develop a positive relationship with money and embed habits, learning and behaviours that build financial resilience into adulthood.

(Near Neighbours and Just Finance Foundation are subsidiaries of CUF)

## Our vision

A future where everyone in England can access a community of support when they need it most.

## Our mission

To tackle complex challenges like poverty and exclusion across England by mobilising people, churches, and whole communities to make a positive difference.

## Our local approach

We understand that local people know their communities best, so we make sure local skills and knowledge are amplified and valued in everything we do. We work with and invest in local people, churches and community groups to tackle urgent issues, provide life-changing support and raise money.

## Our Christian values

As a Christian organisation, we are motivated by a vision of the world as God intends it to be. We are passionate about building communities where material needs are met and everyone feels connected, valued, and loved.

### **Our work is guided by the following theological principles:**

- We are drawn by the vision of a world as God intends it to be.
- We are driven by the biblical cry for righteousness, justice and peace.
- We are directed by Christ's example to prioritise those experiencing injustice, poverty and inequality.

## Culture and values

CUF is an inclusive organisation with a diverse workforce. Our aspiration is to build a workforce that is truly representative of the communities we serve and diversity is an asset in helping us create an inclusive, welcoming environment for all.



# Fundraising Supporter Development Coordinator

## About the role

As CUF works towards a new strategy and refreshed mission, vision and values, fundraised income is crucial for supporting its programmes and core operations. You will coordinate campaigns, direct marketing appeals and other supporter communications, using fundraising best practice, to maximise Church Urban Fund's income for all components of individual and church giving. This role will report to the Head of Fundraising and Communications.

## Job Description

**Location:** Hybrid: Office base is in London with expectation for a minimum of one day per week in the office (The Foundry, 17 Oval Way, Vauxhall, London, SE11 5RR)

**Contract:** Permanent

**Hours:** 35 hours per week (flexible working arrangements considered)

**Salary:** £32,000 – £35,000 depending on experience.

**Annual Leave:** 22 days + 3 CUF discretionary days + Bank Holidays per annum.

## Key Responsibilities

Instigate and undertake activities in the following key areas:

- **Individual Supporter Acquisition.** Create and implement plans to increase the Church Urban Fund's active individual supporter base of approx. 3,000 cash, regular, legacy pledger, and major givers through on- and off-line channels including social media, value exchange, and appeals. This will include briefing and managing external agencies, working with our Comms team, and liaising with our fundraising assistant who supports church and community engagement..
- **Individual Supporter Development.** Create and implement plans to increase supporter loyalty and engagement via appeals, reports, campaigns, and cross-organisational marketing, both on- and off-line. This will include briefing and managing external agencies, working with our Comms team, and liaising with our Fundraising Assistant who supports church and community engagement.
- **Individual Supporter Journeys and Touchpoints.** Together with the Fundraising (FR) and Comms team, ensure all supporters have an excellent and integrated experience of CUF, from making their first donation through to pledging a Will gift.

- **Manage income and expenditure budgets.** Accurately monitor, analyse and report on each direct marketing campaign's performance and outcomes through our Salesforce CRM, and segment audiences for maximum impact.
- **Work across the team.** Help prepare and monitor the FR strategic and operational plans, with an especial eye on the individual and churches programmes. Source CUF case studies and stories to develop strong fundraising propositions for marketing activities.
- **Work across CUF.** Ensure all individual FR activity is briefed into the wider organisation, including key messages and relevant FAQs. Maintain GDPR and Fundraising Regulation compliance, and adhere to internal policies and procedures at all times.
- **General Responsibilities.** Other duties as required including:
  - Act as the first escalation point for important fundraising complaints or enquiries.
  - Fully engage with department activities, team environment, and organisational culture.
  - Attend external events (possible occasional evening and weekend work).
  - Support colleagues and carry out tasks to ensure the efficient running of the department..

## Skills and experience

ESSENTIAL	DESIRABLE
Passion for supporter-centric fundraising, heart for building and maintaining supporter relationships..	Experience of UK social action and community-led development, ideally within a faith environment.
Proven success in delivering individual supporter fundraising programmes, and in developing journeys and touchpoints.	Experience of acquisition and development. Experience of varying campaign deliverables for audiences and channels.
Exceptional project management proficiencies, and use of planning tools.	Proven skills of cross-organisational influencing for fundraising.
Experience of briefing and managing external agencies.	Experience of working with freelance writers, photographers, and designers
Strong mass communication skills in both on- and off-line environments, including	Personal experience of writing impactful multi-channel fundraising appeals or campaigns.

demonstrable writing ability.	
A head for numbers, budgets and spreadsheets, and curiosity for analysing and interpreting results.	Experience of setting and reporting against campaign metrics, and annual supporter KPIs.
Good knowledge of using CRM databases and social media channels..	Experience with Salesforce, Mailchimp, compliance with GDPR and FR Regulations..
Ability to work creatively, flexibly and professionally within a small fundraising and communications team.	Knowledge of legacy, community, and church fundraising.

## How to apply

For an informal chat about this role or for more information, please contact our Head of Fundraising, Kate Mulkern, [kate.mulkern@cuf.org.uk](mailto:kate.mulkern@cuf.org.uk) or phone Kate on 07813 039 826.

To apply, please email an up-to-date CV and covering letter outlining your relevant skills and experience, relating to the listed responsibilities, skills and experience to:

HR Officer, [hr@cuf.org.uk](mailto:hr@cuf.org.uk)

**Closing date: 9:00am Monday 2<sup>nd</sup> December 2024 with interviews on Wednesday 11<sup>th</sup> December 2024 (in London)**

**Please note** we will not consider CVs without a covering letter.

***Church Urban Fund is an equal opportunity employer and values diversity.***

**We believe in the power of relationships and community to change lives.**

Church Urban Fund is a registered charity in England and Wales (297483). A company limited by guarantee (02138994)

Registered address: The Foundry, 17 Oval Way, London SE11 5RR.

Near Neighbours is a UK Registered Charity No. 1142426

Just Finance Foundation is a UK Registered Charity No. 117205