

June 2019

Dear Applicant

Individual Giving and Partnerships Manager

Thank you for your interest in the above post and working within Mothers' Union. We are a worldwide Christian movement with over four million members in 83 countries works inside communities. Our work is run by local people for local people. We give people the courage to transform their lives and communities by facilitating change. We aim to show our Christian faith by the transformation of communities worldwide.

Mothers' Union is unique within our sphere of development. We walk alongside community groups to help them transform their own lives through education, training and lifelong skills development. We want to help them create or access permanent and sustainable solutions to the problems they face and help them transform from within.

This application pack outlines the responsibilities in this post.

For information on our work, see our latest annual review on our website

https://www.mothersunion.org/sites/default/files/resources/public/Mothers%20Union%20AR%2096%202017%20Web_0.pdf

To apply, please complete the application form and equal opportunities form (optional) describing how your skills and experience match our requirements and what you would bring to the role. You may email your completed application from to jobs@mothersunion.org or by post to Mothers' Union, Mary Sumner House, 24 Tufton Street, London SW1P 3RB.

The closing date for receipt of completed applications is 20 June 2019. Interviews will be held on Thursday, 27th June 2019. The successful applicant should be able to start immediately or by the end of July 2019.

We regret that only shortlisted applicants will be contacted. If you have not heard from us by 26th June 2019, please assume that your application was not shortlisted on this occasion.

Yours sincerely



Dee Babudoh
HR Manager

JOB DESCRIPTION

Title:	Individual Giving and Partnerships Manager
Team:	Fundraising & Communications
Location:	Mary Sumner House, Westminster
Hours:	35 hours per week
Accountable to:	Head of Fundraising & Communications

Particular areas of responsibility:

Individual giving fundraising
Corporate Fundraising

Job dimensions:

Expenditure budget of £100k attached to the post
Line management of the Donor Care Officer

Overview

Mothers' Union is a Christian membership organisation with 4 million members in 83 countries and our members have been empowering communities to combat poverty, speak up for social justice and improve wellbeing of those around them for more than 140 years.

Family and community are at the heart of all we do, ensuring any change is relevant and lasting. We are proud that through our 4 million members acting as volunteers we are able to understand and support in the region of 1 million people each year, giving them the skills and knowledge to transform their own lives for the better. A charity founded by the social activist Mary Sumner, in the 19th century who championed change, particularly in matters relating to women and family life and this continues to remain part of our DNA. Our Christian values further underpin this commitment to working towards a world that ensures everyone is able to live life in all its fullness and our inclusive approach ensures we work with people of all faiths and none.

We are unusual in that the majority of our work is undertaken by members in their own communities, making delivery highly cost-effective and sustainable. Each member subscribes to the same values; the moral and ethical codes that are central to the ways in which we operate:

- We are firmly rooted in a voluntary ethos centred on mutual respect and collaboration;
- Our governance, leadership, and programmes are driven by and undertaken through members within their own communities worldwide; and
- We work with people of all faiths and none.

The Fundraising and Communications Team

The Team is responsible for fundraising for the charitable work of Mothers' Union and for communicating our work internally and externally in various formats and media platforms, resourcing dioceses and building membership. It has two areas of responsibility:

- Fundraising – community, individual giving and trusts and statutory funding and
- Communications – print and social media, Events and includes our Publications team that produce our magazines– *Families First & Families Worldwide*

Job purpose and objectives

- To lead on innovative fundraising campaigns and exciting new fundraising product development across the Mothers Union movement.
- To support and develop defined supporter journeys that enhance and grow relationships.
- To secure new corporate relationships to develop a corporate portfolio with a view to long-term corporate support, supported by the Head of Fundraising, Communications and Membership.

Main responsibilities

Individual Fundraising:

- Co-ordinate all Appeals to achieve annual targets and KPIs.
- Managing an expenditure budget of £100k to deliver agreed income targets.
- Line manage the Donor Care Officer and the development of donor relationships.
- Supplier and agency management; maintain efficient and good relationships with partner agencies to ensure maximum value for Mothers' Union.
- Negotiate contracts with agencies to maximise value for Mothers' Union.
- Report on campaign performance on a monthly basis and to continuously monitor performance against agreed financial and non-financial KPIs.
- Responsible for ensuring Mothers' Union's direct marketing activity is in line with compliance and best practice as per ICO, IOF and the Fundraising Regulator.
- Responsible for monitoring agency compliance; to ensure that our internal controls for monitoring agency compliance are adhered to in order to ensure donor satisfaction and to mitigate against reputational and financial risk to the charity
- Responsible for delivery of new fundraising products for appeals and Ethical Gifts for our trading arm, working closely with the Retail team.
- Sustain the development of our Legacy Programme for members and supporters across the UK.

Corporate:

- Undertake Prospect research for potential corporate partnerships that would link into existing Mothers' Union appeals, campaigns and Events

- Develop and deliver creative pitches to secure corporate support against KPI's and targets
- Account manage, report to and steward all corporate partnerships meeting agreed income targets and track and sharing updates on process on a monthly basis
- Develop a range of approaches, products and materials that support corporate fundraising activity

Personal characteristics, experience and skills required

- Experience of project managing fundraising or marketing campaigns through a wide range of media, within a charity, agency or commercial environment.
- Thorough understanding of how fundraising techniques can be used to recruit and retain supporters (individual/corporate) in order to maximize their lifetime value.
- A track record of effective income generation from individuals and Corporates
- Excellent creative writing skills with a proven ability to write promotional materials, including fundraising copy and correspondence to organizations and individuals at all levels.
- Attention to detail ability to conduct work accurately and consistently in keeping with high professional standards.
- Effective interpersonal skills - ability to engage with a wide range of people both through written and verbal communication.
- Experience of managing staff
- High level of computer literacy including experience of using website content management systems and a good understanding of databases and their use in marketing effectively to donors and members.
- Excellent user of MS Office particularly using Excel for data analysis
- Excellent administrative and project management skills – an ability to effectively manage workload and meet set deadlines.
- Flexible and to use ones own initiative.
- Excellent negotiation skills and ability to confidently liaise with people.
- Highly numerate with experience of maintaining budget reporting systems and reporting on targets set.
- A willingness to work outside of office hours and to undertake work outside of office hours that may mean working at various venues around the UK & Ireland that may require an overnight stay.
- An organised and flexible approach to work, able to work within a changing organisation and respond quickly to changes and/or information as requested.
- An understanding of the core values of Mothers' Union and passion for our work.

Education or Qualifications required

Educated to A' level or equivalent or possess a higher degree

A recognised qualification in Fundraising or Marketing would be highly advantageous.

General

- The responsibilities in this post may be adapted or changed in line with the needs of Mothers' Union. Other duties may be added or requested as a result.
- The responsibilities outlined are not an exhaustive list of tasks and the postholder may be asked to undertake other reasonable duties in connection with the work of the team.

- The responsibilities in this post will require the post holder to work within a team and cross functionally with other teams to achieve the objectives.

Key contacts

Internal

- Fundraising & Communications team and staff in other teams

External

- Fundraising staff of other external and mission societies, and appropriate national government and international bodies
- Donor agencies and fundraising agencies as appropriate.

Work Ethos

Integrity lies at the heart of Mothers' Union and in our voice and actions, we aim to be:

- Respected;
- Effective;
- Accessible;
- Clear yet not strident;
- And innovative in approach.

Staff are expected to reflect these core values in their own personal characteristics. Post holders are expected to be able to demonstrate:

1. A level of competence appropriate to the demands of this post.
2. The ability to conduct work in keeping with high professional standards and in accordance with Mothers' Union's Aim, Objectives and Values.
3. A clarity of communication characterised by warmth and openness.
4. A collaborative and constructive style of operating, respecting colleagues and volunteers and their contribution.
5. A broad sympathy with the Christian faith.

Terms attached to the role

Duration

Permanent contract

Time commitment

Maximum of 35 hours a week, Monday- Friday. Normal hours of work are between 8:30 am and 6:30 pm

Salary

£33,000 - £38,000 per annum

Benefits

Automatic enrolment with the option to opt out - contributory pension 3% with Mothers' Union contributing 7%

28 annual leave days, including bank and public holidays + 5 Mothers' Union days

Access to the 24hr Employee Assistance Programme

Interest free season ticket loan

Notice period

One month on either side following the probationary period. The probationary period is three months. During the probationary period, the notice period is one week on either side.