

JOB DESCRIPTION: Head of Legacy and Church Engagement (Maternity Cover)

Employer:	United Christian Broadcasters Limited
Reporting to:	Director of Communications
Location:	United Christian Broadcasters Limited, Westport Road, Burslem, Stoke-on-Trent, ST6 4JF
Hours:	Full time, 36.25 hours per week, Monday to Friday (office based).

UCB's Communications department is a key function within the organisation and is responsible for ensuring effective partnerships are developed and maintained to financially, prayerfully and practically support the implementation of the charity's Strategic Plan.

The Head of Legacy and Church Engagement's purpose is to develop new and existing partners' interest in the long-term impact of UCB's work through Legacy giving - utilising one-to-one meetings, events, written materials, audio and video content to increase this income stream – and to expand the charity's Church Engagement programme.

Main Purpose of the Job

The Head of Legacy and Church Engagement has two key responsibilities: to implement UCB's Legacy Strategy, (including ongoing monitoring and evaluation); and to expand UCB's Church Engagement Programme, (through working with Ambassadors and developing new and existing partnerships with churches).

For Legacies, key activities are implementing a new Legacy events programme, making written and verbal touchpoints with Legacy pledgers and potential pledgers, and developing written and visual materials for use in print, online and at events. The post holder is also responsible for ensuring that Legacy giving messaging is integrated across all UCB media platforms as appropriate, and for managing the function of Legacy administration and legal compliance.

For Church Engagement, key activities are implementing a new Church Engagement Strategy to expand UCB's current work in this area. This will include fostering new relationships with churches, expanding the UCB Ambassador programme, developing new resources and increasing the number of volunteers engaging with churches.

The post holder will be a committed Christian who works as an Ambassador of Christ to deliver a distinctly Christian service to UCB and its supporters.

Position in Organisation:

Reports to: Director of Communications

Line Manages: Legacy and Church Engagement Hub Leader, who in turn line manages Church and Legacy Support. Also oversees the work of UCB's freelance Legacy Consultant(s), who support the charity with complex or contentious legalities as well as legacy fundraising campaigns. Works alongside the Company Secretary as appropriate with regards to Legacy promotion and financial work.

Works closely with the Head of Strategic Partnerships, Head of PR and Marketing and team, Head of Direct Marketing and team, Head of Supporter Care and team, Broadcasting team, Company Secretary, Financial Controller.

Duties and Key Responsibilities

Legacies

- To implement and monitor UCB's Legacy Strategy on an ongoing basis, including events, focus groups, cultivation and communication with legacy pledgers.
- To form positive external relationships with legal specialists, solicitors and suppliers, as appropriate, on behalf of UCB.
- To work with the Direct Marketing team to manage legacy print projects, including artwork and copy generation for letters and leaflets, and criteria for data segmentation.
- To ensure all legacy web content is accurate, functional and updated regularly, and that response processes are in place for legacy enquiries received online.
- To share legacy campaign messaging on all UCB platforms, as appropriate. For example, UCB Radio, bulk emails, the UCB Word For Today and social media.
- To oversee legacy administration – and provide support where needed. As part of this, ensure the legacy 'pipeline' of expected legacy income is managed effectively.
- To oversee work of the Legacy Consultant(s), and ensure complex or contentious legacy cases are being managed and actioned as appropriate.
- To work with the Company Secretary as agreed to deliver key legacy fundraising activities such as focus groups and research. Also with regards to complex or contentious legacy cases.
- To undertake research and keep abreast of best practice for legacy fundraising.
- To monitor and evaluate legacy fundraising activities against agreed financial and non-financial targets, and to manage and monitor the Legacy's Budget; providing regular reports upon request.
- To internally communicate results and plans for Legacies to UCB staff.

Church Engagement

- To implement and monitor UCB's Church Engagement Strategy, working with existing partner churches and developing new church partnerships.
- Develop deeper, more connected relationships with a wide range of UK Church denominations in order to introduce them to UCB's ministry and resources, including the UCB Word For Today, UCB Radio, Foundation Day events and OneHope.
- Develop resources to enable churches to support UCB financially on a regular basis.
- Work to develop and grow the UCB Ambassador programme.
- Develop a network of UK volunteers, who can assist with UCB church engagements and other events.
- Review and improve work with Advocates, who currently order bulk copies of UCB publications for use in churches.
- Oversee the work of the Legacy and Church Engagement Hub Leader and team to ensure efficient administration of the Church Engagement programme.

Other

- To ensure all products, materials and campaigns are fully consistent with Christian standards and principles and conform to UCB's brand guidelines.
- To be an ambassador for UCB and its mission.
- To gather testimonies from UCB's readers, listeners and viewers, reporting on the positive impact and public benefit the Charity provides and forwarding them onto the appropriate testimony champions.
- To support all of UCB's fundraising activities and events; whether in prayer and/or directly in participation, ensuring sufficient resources are available in order to maximise success.

Qualifications, Knowledge, Experience and Skills:

- Experience of working in fundraising essential.
- Line management experience essential.
- Project management skills essential.
- Ability to set long and short-term fundraising objectives and to plan work and put together budgets, essential.
- Specialist experience in Legacy fundraising desirable.
- Legacy administration knowledge and experience desirable.
- Experience of working in a similar church engagement role desirable.
- Marketing experience desirable.
- You will have the ability to work with Christians from across the denominational spectrum.

- Aptitude to prioritise work load, and be able to work on several projects at any one time. Highly organised, but also flexible.
- Ability to work to tight deadlines and demonstrate high level of attention to detail.
- Educated to degree level.
- Creative flair and strong written skills. A Level English or equivalent desirable, GCSE English or equivalent essential.
- Strong numeracy skills. GCSE Maths or equivalent essential.
- Good communicator, both verbally and in writing.
- Fully computer and database literate, especially in Microsoft packages.
- Professional fundraising qualifications desirable, e.g. Diploma in Fundraising or equivalent.

Person Specification:

- The commitment to participate in daily prayer time in order to promote team unity.
- Be an Ambassador of Christ and UCB, delivering a distinctly Christian service to colleagues and supporters.
- Be prepared to witness to the life changing message of Jesus and lead people to Christ as appropriate.
- To develop ways of introducing UCB's story in a manner that is relevant and engaging.
- Empathy with the role of fundraising within the context of Christian ministry.
- A positive commitment and sound knowledge of United Christian Broadcasters.
- Proactive and enthusiastic planner.
- Ethical integrity.
- A 'people person' who is able to effectively lead a team, and thrive in a team environment.
- Creativity, resilience, flexibility, reliability, 'can do' approach, initiative, positivity.
- Fully committed to UCB's Christian beliefs.

Dated: July 2020

This Job Description does not form part of your Contract of Employment.