

JOB DESCRIPTION: Strategic Partnership and Trust Support

Employer: United Christian Broadcasters Limited (UCB)

Reporting to: Direct Marketing Hub Leader

Location: United Christian Broadcasters Ltd, Operations Centre, Westport Road, Burslem, Stoke-on-Trent, ST6 4JF

Hours: Full Time, 36.25 hours per week

Job Summary

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

Our Communications team requires an enthusiastic team member with excellent organisational, research, administration and communication skills to implement and maintain a progressive programme. The role will require a proactive approach, rigorous discipline, professionalism and excellent attitude as we endeavour to build strong and lasting relationships with high calibre business people, politicians and philanthropists.

Main purpose of the Job

- To organise, coordinate and administrate the Strategic Partner (Major Donor) relationship programme working with Strategic Partners who give or have the capability of giving £10,000 in one year
- To support the Head of Strategic Partnerships as well as keep a team of Strategic Partner Advisors on track with agreed internal and external deliverables and actions
- To provide reports on current and relevant information on key donors, including grant making Trusts and Foundations.
- To co-ordinate the data management aspect of the Strategic Partnership Programme
- To provide reports on research on internal and external prospects
- To support cultivation and solicitation opportunities through event management
- To ensure all products, materials and campaigns are fully consistent with Christian standards, such as interpreting and including relevant Biblical references, all of which conform to UCB's brand guidelines

Position in Organisation

- Reports to Direct Marketing Hub Leader

- Works closely with Head of Strategic Partnerships, Strategic Partner Advisors, Chief Executive Officer and Executive team, their Assistants and Data Analysts
- Liaises with departments for “red carpet” open days, project information/testimonies and event planning.

Duties and Key Responsibilities:

1. Working with and deputising for Strategic Partner Advisors

- Maintain and have a working knowledge of all Strategic Partner Advisors’ Relationship Impact Charts and keep them up to date
- Answer SP telephone calls when Strategic Partner Advisors are out of the office relaying messages to them on the road
- Assist with appointment setting
- Organise “Red Carpet” open days
- Manage the process for all **new donors** coming in to UCB who are capable of giving over £10,000
- Pass new major donor prospects to Head of Strategic Partnerships and liaise with Head of Strategic Partnerships to organise thank you and other communication. Discuss with Strategic Partner Advisors whose caseload each new donor is allocated and make sure they are added correctly
- Oversee and have a working knowledge of all donors/files/caseloads
- Work with Head of Strategic Partnerships to ensure all information on prospects and donors is current and accessible
- Be responsible of own ‘light’ touchpoint caseload of 10 -15 individuals
- Chase departments for reports, stories, testimonies, crucial information required for SPs by Strategic Partner Advisors
- Organise meetings and functions (monthly lunches/breakfasts) as required
- Make calls out to donors and prospective Strategic Partners as part of cultivation and event organisation
- Attend meetings and events as required
- Attend internal meetings when Strategic Partner Advisors are unavailable

2. Administrative duties

- Adopt project management methodology
- Check that all SP visit reports/telephone forms are completed and filed on the server and in the hard copy files
- Support the introduction and maintenance of High Level SP Volunteer Panels and Steering Groups
- Oversee administrative and filing systems both on database and hard copies ensuring Raiser’s Edge Record are updated and accurate

- Liaise with Data Analysts
 - to run ad-hoc reports and monthly income reports from templates
 - for monthly income monitoring and associated reports
 - to keep and report on activity statistics
 - for data mining research on prospects and invitee lists
- Ensure SP Advisors update their Contact Reports and Relationship Impact Charts
- Prepare final copies of required project briefs, proposals for Asks and reports for caseload Strategic Partners
- Manage the internal process of gathering connections from senior staff and inserting results on the Relationship Impact Charts
- Dispatch all letters and Proposals
- Dispatch hand written cards – Easter/Christmas/personal notes
- Prepare and dispatch thank you letters and receipts
- Handle expense forms and Requests for Purchase
- Monitor budgets
- Work with Head of Strategic Partner Team and the Events Management Team to deliver cultivation and solicitation events
- Process all incoming Strategic Partner and Vision Partner donations, ensuring each one is efficiently and appropriately responded to in a timely manner, research checked, acknowledged in accordance with relationship status and processed correctly in accordance to financial and administrative considerations
- Refresh SP generic thank you letters every 8 weeks in liaison with staff writers.

3. Data Management

- Set up and manage all files of every Strategic Partner on the caseload (100 + files) on the server / database and in hard copy
- Daily file of all correspondence both on the database and in hard copy
- Daily file of all visit reports and telephone follow up forms on the database and in hard copy
- Maintain Strategic Partner information on the database
- Ensure that any regulations concerning security or confidentiality (such as donor confidentiality) are complied with
- Assure integrity and maintain database of Strategic Partner financial data

4. Research

Deliver all relevant research to enable Strategic Partner Advisors to prospect, cultivate and solicit donations:

- Research all new donors coming in to UCB who contribute over £1,000
- Research others who give lower gifts that are identified as potentially being wealthy
- Carry out in-depth donor research on wealthy individuals
- Liaise with wealth overlay companies when additional, in-depth profiles are required
- Identify and prioritise the target portfolio of potential major donors through providing donor ranking reports
- Keep “Income Gathering Worksheet” on every caseload major donor up to date on the server and on the hard copy files
- Collate Strategic Partner income figures for monthly report
- Provide analysis of Strategic Partner giving on the monthly report
- Assure integrity and maintain database of major donor financial data
- Provide major donor giving statistics for the Relationship Impact Chart
- Keep abreast of Regulations such as GDPR in that specifically concern donor profiling and research

5. Trusts

Ensure UCB's Trust programme is updated and actively applying to relevant Trusts for current projects.

- Distinguish between Trusts that are non-Strategic Partner Relationships Trusts and those with 'Warm' SP Relationships connections with UCB
- Of The non SP partner Trusts identify the largest and most relevant by keeping updated with external research maintaining an index of projects and causes they support
- Categorise and group smaller grant making Trusts separately
- Regularly apply to all Trusts in line with Trust guidance and stipulations with current and relevant UCB projects
- Telephone call Trust administrators during pre and post application work
- Ensure Trusts are thanked in a timely manner and all requests and reports on projects are delivered on time

6. General Activities

- Assist with all aspects of the implementation of the fundraising strategy
- Contribute to the wider work of the Communications department
- Liaise and work with UCB teams and executives to ensure that deadlines are achieved and organisational goals are reached
- Respect and maintain the confidentiality of the processed material and ensure that any regulations concerning security or confidentiality (such as donor confidentiality) are complied with
- 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 UCBs fundraising activities and events; whether in prayer and/or directly in participation, ensuring sufficient resources are available in order to maximise success
- Such other duties as the management may from time to time reasonably require

Qualifications, Knowledge, Experience and Skills:

- Ability in coordinating the work of a team (SP Advisors, “wider SP team”)
- Excellent Project Management skills
- A proven track record in sales, marketing or fundraising industry
- Experience in maintaining CRM systems
- High level of organisational and administrative ability
- Attention to detail
- A competent knowledge of Microsoft office applications: Word; Excel; and Power Point
- A high degree of and IT literacy, literacy and numeric ability

Person Specification

- A specific calling to UCB with a passion to reach the Nations for Jesus Christ.
- An ambassador of Christ and UCB, delivering a distinctly Christian service to colleagues and supporters
- Commitment to participate in regular prayer with other UCB colleagues and volunteers
- To develop ways of introducing UCBs story in a manner that is relevant and engaging
- A mature Christian with a servant’s heart and a disciplined approach to faith
- Prepared to witness to the life changing message of Jesus and lead people to Christ as appropriate
- Ability to provide creative solutions in response to problems
- A strong team player, accountable to others
- Initiative and creativity
- The ability to learn, adapt and be developed to a greater level of fundraising acumen
- A presentable, professional approach and attitude
- Excellent interpersonal skills with an ability to relate well to others both externally and internally
- Excellent telephone manner
- Willingness to undertake routine tasks
- Ability to follow instructions with the willingness to use own initiative where necessary

Dated: 24th July 2020

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