



JOB DESCRIPTION

Job Title	Fundraising Officer, Memberships and Legacies
Team	Fundraising
Location	CCT's National Office or Homebased with the expectation of being in the office 2-3 days per week
Reports to	Head of Fundraising
Salary	£27,044 per annum
Duration	Fixed term until 31 October 2022
Normal Working Hours	36 hours per week, Monday to Friday, with occasional evening and weekend working

The Churches Conservation Trust (CCT) is the national charity caring for historic churches at risk. As the operator of the third largest heritage estate in charitable ownership in the UK, our 356 historic churches include examples of irreplaceable architecture, archaeology and art from 1,000 years of English history.

CCT has an international award-winning reputation in heritage conservation and regeneration. All churches in our care are listed, mostly Grade I and II*, and some are Scheduled Ancient Monuments.

Without our care, these buildings might have disappeared entirely. Instead, they are enjoyed as social, tourism, educational and cultural resources, kept open, in use, and living once again in the heart of their communities.

Over the last eighteen months we have grown audience engagement through online events and digital activity, welcoming many more younger and international members. On the back of that success, we plan to continue growing our supporter base, and we are excited about the potential to widen audience reach, to increase support for sustaining individual churches and their communities.

Overall job purpose

The Fundraising Officer will promote, administer and process CCT's membership schemes, annual giving and major donor programmes in order to maximise income. The role will support fundraising and membership recruitment by local groups and promote and administer legacy giving.

Key relationships

Internal	External
<ul style="list-style-type: none">• Members of the Fundraising team and Communications team including the Head of Fundraising, Trusts and Foundations manager, Communications Manager, and Digital Media and Fundraising Officers.• Regeneration, Regional Conservation and Finance teams and volunteers• Director of Operations, Chief Executive and members of the Senior Management Team.	<ul style="list-style-type: none">• CCT Supporters – members, donors and volunteers• Major individual, and Trust and Foundation supporters• Corporate partners and sponsors• External agencies

Key duties and responsibilities

Working as part of the Fundraising and Membership Team and in collaboration with colleagues in communication and regional teams the post holder will:

Membership Development and Processing

- Design and deliver effective membership recruitment campaigns.
- Produce literature to promote membership, including sourcing of material from CCT databases, producing designs, liaising with external professionals and printers.
- Assist with writing articles, the production and distribution of the membership magazine.
- Produce membership communications including regular updates via email.
- Communicate with members and donors on the telephone as needed, providing the highest-level of customer care.
- Assist with processing of all membership schemes, including receipt of payments and production of regular reports.
- Assist with processing membership welcome packs and renewals for all tiers of the programme.
- Ensure donor information is accurately maintained on CCT's customer relationship management system and other information and administrative systems, ensuring that all data protection and information security policies are adhered to.
- Assist with processing of donations and payments for events, ensuring these are acknowledged in a timely manner.

Legacy Marketing and Processing

- Develop and implement annual and long term plans for legacy income generation integrated with existing events, products and campaigns.
- Implement the launch of CCT's legacy giving group.
- Produce a range of promotional materials for legacy fundraising, including all stages from development to delivery.
- Plan and organise events to raise awareness and cultivate potential legacy supporters.
- Ensure CCT's customer relationship management system is up to date with all legacy contacts made, review its usefulness and promote its use to the wider CCT.
- Plan and implement suitable mailings to secure legacy pledges from new and existing supporters.
- Develop the legacy fundraising presence on the CCT's website.
- Explore ways to give legacy fundraising a greater online presence at appropriate points in the process, e.g., an electronic Book of Thanks, e-pledging, online enquires etc.,
- Create opportunities based on membership data to cultivate new legacy donors.
- Create presentations for local solicitors, community organisations, Friends groups and volunteers to promote the need for legacy income and supply relevant marketing tools to allow ongoing support.
- Record, evaluate and review all legacy development activity and produce reports as requested.

Annual Appeals

- Develop materials for direct mail / email campaigns including liaising with designers, printers and mailing houses.
- Assist with the delivery of the direct mail programme.
- Collaborate with Communications Team to develop awareness and widen potential pool of donors.

Events

- Assist with the development of a programme of events to cultivate higher level donors.
- Attend recruitment and cultivation events across the country where appropriate.
- Support the delivery of an annual programme of church/project tours. Collaborate with regional colleagues to develop itineraries, create promotional materials and website details and process bookings.
- Attend and support other fundraising events in collaboration with Events team as needed.

Day to Day Delivery

- Be a first point of contact for donors/members, respond to enquiries promptly and in a professional manner.
- Perform other duties as necessary at the request of the Head of Fundraising.

N.B. This job description is not all encompassing. Over time the emphasis of the job may change without changing the general character of the job. Your duties may be reviewed from time to time and revised and updated in consultation with you to reflect appropriate changes.

Person Specification: Fundraising Officer – Memberships and Legacies

Section 1. Top Essential Criteria

If you cannot provide evidence that you fully meet these criteria, your application will not be put forward for further shortlisting against the other criteria in sections 2 & 3.

	Essential Criteria	How this will be assessed
1	Educated to degree level or demonstrate equivalent professional experience	A
2	An established track record in working within a membership organisation and/or fundraising team, including experience of working with a CRM database	A & I
3	Experience of delivering campaigns to deliver growth and add value	A & I

Section 2. Further Essential Criteria

	Essential Criteria	How this will be assessed
1	Experience of devising effective communications for new and existing audiences	A & I & P
2	Established experience in targeted legacy marketing	A & I
3	The ability to work effectively with digital platforms and social media	A & I
4	Thorough familiarity with Microsoft Outlook, Word, PowerPoint, Excel and a CRM database	A & T
5	The ability to prioritise to work effectively with available resources and balance attention to detail with meeting deadlines	A & T & I
6	Tact, diplomacy and ability to maintain high levels of confidentiality with a variety of audiences	A & I
7	Excellent communication and presentation skills	A & T & I
8	Flexibility, enthusiasm and willingness to work as part of a team.	A & I

Section 3. Desirable Criteria

	Desirable Criteria	How this will be assessed
1	Experience / training in use of desktop publishing software e.g., InDesign	A & I
2	Experience of devising and delivering membership and legacy events	A & I

Information on assessment methods

Code	Assessment method	This means...
A	Application	You need to provide examples and evidence as to how you meet this criteria in your application.
I	Interview	You will be asked competency based questions around this criteria at interview.
T	Test	This could be an ability test or group exercise assessing you against the criteria.
P	Presentation	You will be asked to prepare or give a presentation to demonstrate against this criteria.

Applications

If you would like to apply for this role, please select the red 'Apply now' button. You'll be asked to submit a CV and a short supporting statement (max 2 sides A4) outlining how you fulfil the person specification for this post.

If you have any questions, please contact us at recruitment@thecct.org.uk

The closing date for receipt of applications is **9am on Thursday 13 January 2022.**

Interviews will be held on **Friday 21 January 2022** via **Zoom**. Please note that the interview dates have been specifically chosen according to the availability of the panel.

Churches Conservation Trust is committed to a policy of equal opportunities.

Churches Conversation Trust is not a licenced sponsor at this time. Any offer of employment will be made subject to valid right to work in the UK being provided.