

JOB DESCRIPTION: Head of Fundraising

Employer: United Christian Broadcasters Limited

Reporting to: Communications Director

Location: United Christian Broadcasters Limited, Broadcast Centre,
Hanchurch Lane, Hanchurch, Stoke on Trent ST4 8RY
with some flexibility to work from home up to 40% of the time.

Hours: Full-time, 36.25 hours per week, Monday to Friday.

Main Purpose of the Job

The Communications Department plays a central role in 'bringing to life' UCB's vision of 'changing lives for good by the power of God's Word.' We do this by giving our partners and supporters the opportunity to stand with UCB and invest in our life-changing mission through financial, prayerful, and practical partnerships. The Head of Fundraising will oversee an exciting Direct Mail programme, generating approximately £8 million annually, while also inspiring creativity and innovation across UCB's fundraising activities. This is an opportunity for a dynamic and visionary fundraiser to join UCB to help grow income streams and inspire deeper supporter engagement, all while championing UCB's mission.

Position in Organisation:

Reports to Communications Director

Line Manages: Data Management Reporting Hub, Direct Marketing Lead

Works closely with Head of Strategic Partnerships and Team, Head of Marketing and Team

Key Responsibilities**Strategic Leadership**

- Shape and deliver UCB's fundraising strategy, ensuring alignment with the organisation's vision and objectives.
- Lead planning, execution, and evaluation of creative and integrated fundraising campaigns across digital, broadcast, events and direct mail.
- Explore new ideas and opportunities to grow income, creating a diverse and sustainable portfolio of fundraising activities.
- Stay attuned to trends in charitable giving and apply insights to improve UCB's fundraising impact.

Direct Mail Programme

- Lead a successful Direct Mail programme and ensure it meets engagement and financial targets. Look for ways to creatively further develop the programme, helping UCB to engage with more people.
- Collaborate with Writing and Data teams to craft effective campaigns, including messaging, audience segmentation and impact reporting.
- Cultivate strong relationships with external suppliers to optimise print and postage costs.
- Drive continual improvement by testing, analysing, and enhancing donor acquisition, retention, and reactivation strategies.

Broader Fundraising Initiatives

- Develop and oversee other fundraising streams, such as digital fundraising and on-air broadcast appeals, in partnership with skilled in-house teams.
- Work alongside the Communications Director and Head of Strategic Partnerships to create compelling cases for support for major donors and trusts.
- Lead the planning and delivery of engaging and mission-driven broadcast fundraising appeals.

Team Leadership and Collaboration

- Provide creative and inspiring leadership to the Fundraising team, fostering a culture of innovation, collaboration, and excellence.
- Manage and mentor team members, including the Direct Mail Lead, Data Analysts, and others as required.
- Collaborate with other department heads to ensure fundraising campaigns integrate seamlessly with UCB's broader goals.
- Encourage professional development within the team, building their confidence and skills in fundraising.

Monitoring and Reporting

- Monitor and evaluate fundraising performance using financial reports and KPIs, and use findings to refine strategies.
- Share regular updates with the Communications Director and Executive Team.
- Oversee the production of impact and evaluation reports for stakeholders, including the Annual Report and Board Report
- Ensure robust data management processes are in place to support successful campaigns.

Other Responsibilities

- Act as an ambassador for UCB, building strong relationships with donors, partners, and the wider community.
- Ensure fundraising activities and materials align with UCB's Christian ethos, values, and branding.
- Participate in UCB's daily prayer times and contribute to the spiritual life of the organisation.
- Support additional organisational and fundraising activities as needed.

Qualifications, Knowledge, Experience, and Skills

Essential

- Proven experience in a senior fundraising role, with a track record of achieving financial targets across multiple income streams.
- Specialist knowledge and hands-on experience in Direct Mail fundraising.
- Strong leadership and team management skills, with the ability to inspire and develop others.
- Excellent project management skills, capable of planning, executing, and evaluating complex campaigns.
- Creative and strategic thinker with a proactive, solutions-focused approach.
- Exceptional written and verbal communication skills, with experience in crafting compelling fundraising content.
- Strong financial and analytical skills, including budget management and data interpretation.
- Fully computer literate, with proficiency in Microsoft Office and CRM systems.

Desirable

- Professional fundraising qualifications or equivalent experience.
- Experience working in a Christian organisation or ministry context.

Person Specification

- A committed Christian, fully aligned with UCB's values and mission.
- The post-holder will work as an ambassador for Christ, delivering a distinctly Christian service to UCB and its supporters.
- A collaborative and positive team player, passionate about inspiring and engaging supporters to further UCB's mission.
- Resilient, adaptable, and able to thrive under pressure.
- Highly organised, with strong attention to detail and the ability to juggle competing priorities.
- A creative and forward-thinking individual, eager to bring fresh ideas to the table and inspire others to do the same.
- Be prepared to share the life-changing message of Jesus and lead people to Christ as opportunities arise.
- To develop ways of introducing UCB's story in a manner that is relevant and engaging
- 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

Such other duties that are within the scope of your skills and capabilities that may from time to time be reasonably required

Dated: April 2025

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