



Candidate
information pack
**Major Gifts
Manager**

Operation Mobilisation

OCTOBER 2023





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WELCOME LETTER FROM, MATTHEW SKIRTON, OM UK CEO



Thank you for taking an interest in Operation Mobilisation (OM) and this new strategically important role as Major Gifts Manager.

As OM in the UK, in order to support OM's global presence, we are looking for someone to fill this position who is passionate about making Jesus known around the world, and who will bring to OM a wealth of professional major gifts experience.

Those of us who serve with OM are motivated by the sad reality that some 2000 years after the Lord gave His Great Commission to "go and make disciples of all nations" there are today 3 billion people who are yet to hear the Gospel.

In addition, the majority of these unreached or least reached people live in communities and regions of the world where there simply is no Gospel witness. This means that so many men, women and children, all created in the image of God and loved by Him, will live and die never having met a follower of Jesus and know him as their Lord and Saviour.

This is what motivates us! This is what we are all about as Operation Mobilisation. Our global vision is to see 'Vibrant Communities' of Jesus followers among the least reached, and as OM in the UK we want to play our part in this, seeing followers within reach of every person in the world. We believe the gospel has the power to change everything and we desire for everyone to experience that power.

As OM globally, we have around 5400 workers in well-established ministry teams serving in more than 145 countries around the world, as well as those serving on our two ships Logos Hope and Doulos Hope. Thousands more join us each year for short term training and outreaches. Within the UK itself, in partnership with local churches, our teams are involved in outreach to least reached people, whilst also sending out workers to other countries.

An important part of our mission is to disciple, cultivate and steward Jesus followers who live in the UK and give generously to our global mission. Presently, we see £7 million coming through our office to support workers and projects around the world and we long to see this amount grow as we seek to play our part in fulfilling the OM vision.

Our 'Holy Ambition' is to see 25,000 new vibrant communities of Jesus followers annually by 2030. To do this we need to see a significant growth in our major gift fundraising in order to engage British Christians in contributing towards this vision.

Do you share our passion for all people to hear and experience the truth of the Gospel?

Do you have experience in fundraising that you feel would contribute to our work?

Do you have a sense that God is calling you to this role?

If so, we would love to hear from you.

Yours in Christ and for the furtherance of His Kingdom around the world,



Matthew Skirton

CEO

OM in the UK



STRATEGY AND VISION



OUR MISSION

**To see vibrant communities
of Jesus followers among
the least reached.**

OUR VISION

**A vibrant community of
Jesus followers in reach
of everyone.**

OUR HOLY AMBITION

**To catalyse 25,000 new
vibrant communities of Jesus
followers annually
by 2030.**



ABOUT OPERATION MOBILISATION



HISTORY

Operation Mobilisation traces its roots to the prayers of an American housewife in the 1950s called Dorothea Clapp who began to pray faithfully for the students in her local school. She asked God to touch the world through the lives of the young people. And God answered her prayers.

Mrs Clapp's son gave the Gospel of John to one of the students, who later gave his life to the Lord at a Billy Graham meeting. That young man was George Verwer, the founder of Operation Mobilisation.

At college, George and two friends met regularly to pray and became burdened by the spiritual needs of Mexico. The three friends sold some of their possessions to raise money and gave up their summer holiday to distribute Gospels and other Christian literature in Mexico. The friends returned to Mexico the following summer and the next.

When they graduated, George and his friends travelled to Europe. They began work in Spain, sharing the Gospel and distributing literature. But the task of reaching the whole of Europe seemed overwhelming.

George and his small team realised that God's plan was to mobilise His Church to reach the nations. As they began to share their vision, hundreds of Christians responded. So Operation Mobilisation was born.

Such simple beginnings have shaped OM since. Today over 5,000 workers in OM's family of ministries, representing over 100 nationalities, are bringing God's unchanging truth to literally millions every year.

For 60 years, OM has been ministering in the UK. Over the years, tens of thousands of people have been inspired and equipped to engage in mission work around the world. And today, by the grace of God, OM has over 275 missionaries from the UK living out His love in over 45 countries and on board *Logos Hope*.





JOB DESCRIPTION



MAIN PURPOSE OF THIS ROLE

The overarching purpose of the role is to grow and manage a portfolio of strategic funding partnerships with high-net-worth individuals to achieve ambitious financial targets in order to advance the global mission of Operation Mobilisation.

This will be achieved by:

- Working in conjunction with the Director of Strategic Partnerships OM UK, Global Chief Development Officer OM International (OM Int.) and the International Fundraising Director OM Int. to create major donor strategies to fulfil income goals.
- Successfully growing and managing meaningful donor relationships through the development and implementation of cultivation strategies, solicitation and stewardship plans, with partners who have the capacity to make up to 5 and 6 figure donations.
- Developing a well-researched pipeline of prospect high value donors.
- Implementing and co-ordinating an annual plan and pipeline of activity, to achieve the objectives of the major gift strategy.

WHERE YOU FIT INTO THE OM TEAM

As a matrixed managed role, you will take daily direction from the Director of Strategic Partnerships OM UK, with further support and guidance to be given from the Chief Development Officer OM Int.

This role will also work with the International Fundraising Director (OM Int UK), the Partner Generosity Manager and the Generosity Team of OM UK.

PRIMARY WORKING RELATIONSHIPS

Internal to OM:

- Director of Strategic Partnerships, (OM UK)
- Chief Development Officer, Global (OM Int.)
- Chief Executive Officer, (OM UK)
- International Fundraising Director (OM Int.)
- Global Financial Generosity Team (OM Int.)
- Global ministry subject matter experts
- Board of Trustees, (OM UK)
- Partner Generosity Manager (OM UK)

- Partner Generosity Team (OM UK)
- Leads of Partner Journey, Relationship Managers, Marketing & Engagement.

External to OM in the UK:

- Existing major donors and supporters of OM in the UK.
- Wider network of potential major donors and supporters.
- Existing mid-level donors with potential to develop.
- Major donor networks and forums.

Further information: There is an occupational requirement for the job holder to be a committed and practicing Christian, with active participation on a regular basis in team devotions and prayer times and committed to OM's guiding values and aims.

The role holder will be employed by OM International (OM Int.), a UK registered charity (no. 1112655).

KEY RESULT AREAS

- To grow and sustain a major gift portfolio of 40-50 high-net-worth donors giving £10k - £1m plus.
- To work with the Director of Strategic Partnerships to create strategies to fulfil the agreed income goals.





JOB DESCRIPTION - CONTINUED



CORE OBJECTIVES AND ACTIVITIES

ACCOUNT/RELATIONSHIP MANAGEMENT

- Develop and nurture relationships with existing donors assigned to the portfolio, through personal contact and other stewardship activities appropriate to each partner.
- Successfully manage circa 40-50 meaningful donor relationships (growing over time), through the development and implementation of cultivation strategies, solicitation and stewardship plans, with partners who have the capacity to make up to 5 and 6 figure donations.
- Conduct at least 70-80 face to face meetings annually with partners and prospects, with the additional donor contact through a mix of channels, to qualify, cultivate, solicit or steward their relationship with OM.
- Represent the charity and its key strategic objectives to donors and other external relationships.
- Develop and manage effective administrative processes to support relationship management.

NEW BUSINESS

- Research and network to identify 'new name', qualified, individuals, as potential funding partners of OM, within the assigned geographic territory.
- Develop a well-researched pipeline of prospect high value donors by exploring our existing database, working with major donor forums and with senior management etc. to identify new prospects.
- Undertake research on relevant donors thoroughly and understand their key motivators for support.
- Secure new annual income in line with agreed in-year targets.

OPERATIONAL

- Implement and co-ordinate an annual plan and pipeline of activity (calls, face to face meetings etc) to achieve the objectives of the major gift strategy.
- Create and submit high quality and compelling partnership proposals in collaboration with OM ministry leaders, OM UK leadership and Partner Generosity staff, together with support from professional writers and designers provided by OM UK.
- Develop donor profiles, plans and meeting reports. Keep administrative and contact records updated for each partner in OM UK's CRM.

- Utilise all fundraising techniques to encourage and motivate mid and high value donors to maximise their giving potential.
- Ensure that all fundraising activity complies with best practice and relevant sector legislation.
- Proactively familiarise and become proficient in presenting OM's vision, aims and major projects. This will include drawing on OM's case for support which includes its Mission, Holy Ambition, Pillars and Flagship Ministries. (NB: as to be provided to shortlisted candidates).
- Travel as necessary within geographic area to achieve major gift strategy.
- Travel overseas to OM projects and leadership meetings, where necessary, to acquire, cultivate and steward major gift relationships and partnerships.

STRATEGIC DEVELOPMENT

- Liaise and collaborate with executive leadership, trustees, International Generosity Team and Partner Generosity staff of OM to design a strategy for the acquisition and stewardship of 5 and 6 figure gifts.
- Liaise and collaborate with Generosity personnel of OM, internationally, to achieve and contribute to the Global Campaign and strategic funding priorities.
- Manage and co-ordinate appropriate project reports for partners within the portfolio in collaboration with project management and support staff including those responsible for the writing, editing and design of proposals.





PERSON SPECIFICATION



CRITERIA	ESSENTIAL	DESIRABLE
Qualifications		<ul style="list-style-type: none"> • Qualifications from CIOF or other fundraising body e.g. CFRE.
Skills/competencies	<ul style="list-style-type: none"> • Excellent research skills to ensure effective matching of funding priorities to philanthropist funding criteria. • Ability to write effective cases for support and donor proposals capable of raising 6 figure sums from single donors. • Excellent written and spoken English and communication skills. • Ability to organise own work with good time management skills. 	
Knowledge	<ul style="list-style-type: none"> • Understanding of major donor approaches, methods and channels. • Knowledge of research methods. 	<ul style="list-style-type: none"> • Familiarity with GDPR. • Knowledgeable of the UK Christian charitable sector.
Previous experience	<ul style="list-style-type: none"> • 3-5 years' fundraising experience with at least 3 years' experience in major gift development. • Database and CRM experience. 	<ul style="list-style-type: none"> • Prior experience of fundraising and/or leadership within Christian organisation/ ministry/ mission. • Prior work experience within a global organisation and within a matrix management setting. • Experience of overseas travel.
Special attributes	<ul style="list-style-type: none"> • Able to relate comfortably with senior leaders, trustees and high net worth philanthropists, having the presence and confidence to ask for commitments of 6 and 7 figures. 	<ul style="list-style-type: none"> • Experience of setting up and managing Development Boards.
Personal qualities	<ul style="list-style-type: none"> • Ability and willingness to work personally (call, meet, present and ask) with prospective and existing donors. • A motivated, self-disciplined and organized individual who can collaborate with multiple stakeholders in a complex organisation to achieve objectives and goals. • Enthusiastic and highly motivated. • Strong capacity for resilience, with the ability to adapt to challenges and setbacks, while maintaining a positive attitude and a commitment to achieving objectives. • Persistent and focused in pursuing goals, with a track record of achievement, even in the face of obstacles. 	



PERSON SPECIFICATION - CONTINUED



CRITERIA	ESSENTIAL	DESIRABLE
Personal qualities - continued	<ul style="list-style-type: none">• High level of analytical ability, able to demonstrate a strategic approach to major donor fundraising in assessing donor data, identify trends, and developing data-driven strategies to cultivate and steward major donors effectively.• A trail blazer with a track record of identifying and capitalizing on opportunities.• Excellent negotiating and influencing skills with grace and love.• Excellent networking, relationship and management skills.• Must be flexible to the needs of the post which may require working outside of normal working hours.	
Other	<ul style="list-style-type: none">• A practicing and committed evangelical Christian.• Fully supportive and with a passion for communicating the vision and mission of OM.• Committed to the aims and values of OM.	

[**Download full Job Description and Person Specification >**](#)





MINISTRY INVOLVEMENT



The following are an integral part of each job description for everybody serving with OM in the UK.

Ministry involvement

Ensure you are actively involved in team life at your location where possible, in order to ensure you are ministering to others and being ministered to.

Core activities:

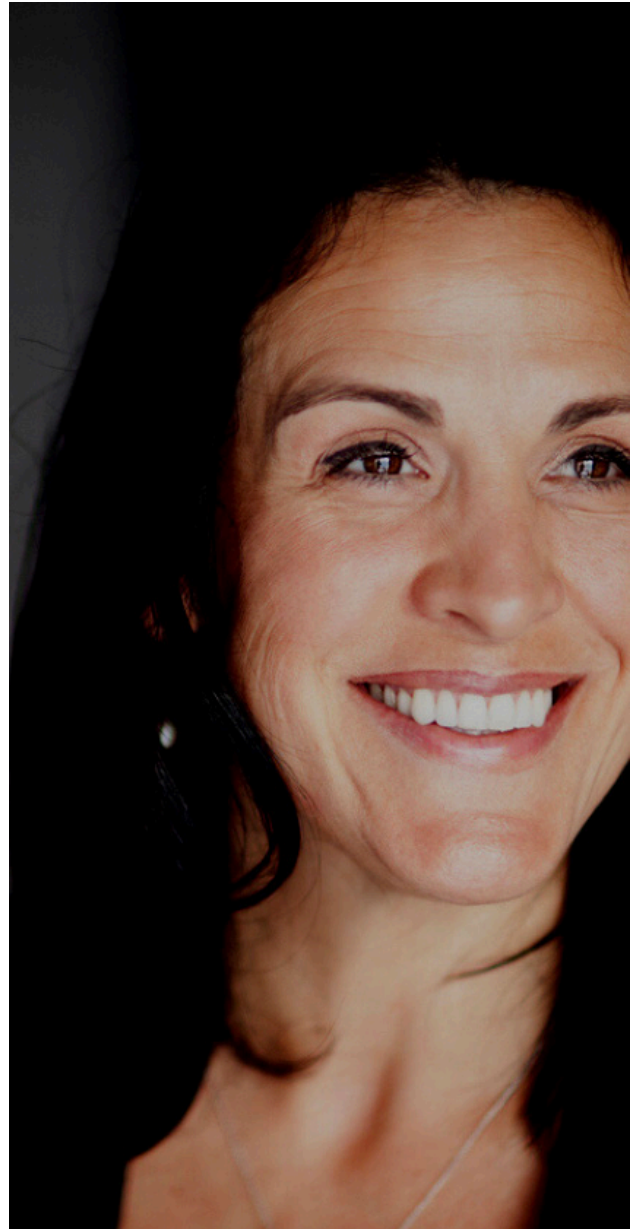
- Actively participate on a regular basis in team devotions, prayer times, meetings and social functions.
- Serve practically within the team to ensure whatever needs to be done is done well and the load is shared around.
- Seek to be an encouragement to your fellow team members.

Support base development

Actively develop and maintain a prayer support base for your ministry with OM UK in order to support your ministry and that of OM.

Core activities:

- Maintain regular contact with your prayer partners, developing relationships that minister to them and further your partnership with them.
- Develop your prayer support base on a continual basis by asking them to join with you in prayer when you have the opportunity.





TERMS OF EMPLOYMENT



Salary:	circa £50-55k per annum (dependent on experience).
Job Type:	Full-time with flexible working considered.
Employer:	OM International (OM Int.)
Contract:	3 year fixed-term contract with OM Int, with the possibility of continuing employment with OM UK thereafter if mutually agreed between the candidate and OM UK.
Travel:	The role holder will be expected to contribute to life and culture of OM in the UK, with average monthly attendance of 2-3 days at the Head Office based at The Quinta, Oswestry, SY10 7LT and to engage with overseas travel opportunities to nearby nations.
Location:	This is a hybrid role, with the role holder to be based in London, or with ready access to an alternative strategic market of the employer's choosing, in order to be able to capitalise on regular face to face meetings with partners (donors).

EMPLOYEE BENEFITS, OPPORTUNITIES & PROFESSIONAL SUPPORT



- Holiday entitlement of 28 days inc. of bank holidays.
- Employer and employee pension contribution scheme.
- Entitlement to OM sick pay scheme.
- Home working with agreed presence at OM's UK head office in Oswestry.
- Expenses for all costs related to the role including connectivity, business devices and WFH office equipment, travel reimbursements etc.
- Opportunity for international travel for research and exposure to meet with co-workers in a variety of locations.
- Opportunity to pioneer and develop a new UK team.
- Invitation to annual International Leader's Meeting (ILM).
- Support for professional development.
- Connection with a world-wide network of fellow fundraisers with opportunity to contribute to OM's international fundraising efforts at a high level.
- Free access to an on-line depository of extensive training resources.
- Access to OM's internal system to ease research and impact reporting to donors.
- All fundraising materials provided but can be customised to optimise relationships.
- Access and support from a team of professional designers and editors of major donor communication resources.





HOW TO APPLY



Please submit a full CV together with a brief supporting statement which highlights how you meet the specific requirements as detailed in this Candidate Information Pack to : victoria.fafalios@actionplanning.co.uk

All applicants must be committed to the Vision, Guiding Core Values and Statement of Faith of Operation Mobilisation as set out above.

This post is subject to an Occupational Requirement that the post holder is a Christian under Part 1 of Schedule 9 to the Equality Act 2010, and is a committed and active member of the church.

The closing date for applications is **5.00 p.m. on Monday 6th November.**

All applications will be considered immediately after the closing date and candidates informed if they have been shortlisted for first interview by the week commencing 13th November.

First interviews will be held in person throughout the week commencing 20th November together with the Chief Development Officer Global OM Int., the Director of Strategic Partnerships OM UK and the International Fundraising Director OM Int. UK.

Second round interviews will be held at the London Office of OM UK, in the week commencing 4th December. During this time there will also be the opportunity to meet the CEO and the wider team of OM UK, and to have socially orientated times with the direct reports of this role.

For an informal and confidential chat about the role, please contact: victoria.fafalios@actionplanning.co.uk





FURTHER INFORMATION



OUR GUIDING VALUES

- **Imitating Jesus**

We live out the love and compassion of Christ, under the authority of His word, bearing witness to Him in our everyday lives, by the power of the Holy Spirit.

- **Kingdom Transformation**

We are deeply committed to justice and righteousness; we participate with God in His kingdom to see lives and communities transformed by the gospel worldwide.

- **A Biblically Just & Diverse Community.**

We are Jesus followers who celebrate our diversity in Him, treating all as of equal value — men and women of different cultures, ages and theological and socioeconomic backgrounds — with love and respect.

- **A Strategic Innovation**

We seek to be courageous, creative, relevant and agile in ministry, constantly evaluating progress as we pursue our God given mission.

- **Mutual Commitment**

We intentionally collaborate with those committed to our mission with humility, grace and generosity.

STATEMENT OF FAITH

- We believe that there is one God, eternally existent in three persons, Father, Son and Holy Spirit.
- We believe in the absolute deity and full humanity of our Lord Jesus Christ. We believe in His virgin birth, His sinless life, the authenticity of His miracles, His vicarious and atoning death, His bodily resurrection and His present mediatorial work in heaven.
- We believe in the personality and deity of the Holy Spirit. We believe He gives life, He sanctifies, He empowers and comforts all believers.
- We believe that the Scriptures, both the Old and New Testaments in their original texts, are fully inspired by the Holy Spirit, without error, and are the final authority for the Church.
- We believe that man was originally created sinless. Tempted by Satan, man fell and thereby brought the whole race under the condemnation of eternal separation from God.
- We believe that man is saved through repentance and faith in the finished work of Christ. Justification is through grace alone.
- We believe that the Church is the body of Jesus Christ composed of all true believers. The present work of the Church is the worship of God, the perfecting of the saints and the evangelisation of the world.
- We believe in the personal and bodily return of the Lord Jesus Christ to consummate our salvation and establish His glorious Kingdom.