

Candidate  
Information Pack  
Head of Fundraising

BMS World Mission





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## WELCOME TO BMS WORLD MISSION



This is an exciting time to join us at BMS World Mission. We've just celebrated transforming one million lives in the last five years, marvelling at what God has done through our work in more than 30 countries around the world. But we're hungry for more...

BMS, a Christian mission agency, was founded in 1792. We're proud of how we've adapted for the challenges of each generation ever since. 2021 sees us setting out on our new five year strategy, adapting our expertise for a global context which would have seemed unimaginable just over a year ago. Coronavirus has brought the challenges of our brothers and sisters around the world into even sharper relief for those in the UK. Our supporters have experienced food shortages and health care rationing (or unavailability) – perhaps for the first time. They're watching as those in power decide whether to enable everyone to access vaccines, and they've seen how a crisis can prompt a hunger for spiritual answers which Christians can respond to. They've responded with abundant prayer and finances to help build a better world.

At a time when we've all been physically separated, our supporters have never been more aligned to our vision. We're excited about stepping forward with them into a new strategy period.

We hope the information in this pack will help you prayerfully explore whether you might have a calling to join us and help lead the work of BMS in this next chapter of our story.

For an informal chat about the role or for further information, please feel free to contact us on 01235 517605 or email us at [communicationsdirector@bmsworldmission.org](mailto:communicationsdirector@bmsworldmission.org)

Alternatively, you can contact Hayley McDonald of Action Planning's Recruitment Team, who are managing the recruitment process for us at [hayley.mcdonald@actionplanning.co.uk](mailto:hayley.mcdonald@actionplanning.co.uk)

Kind regards,  
**Sarah Anthony & Ben Drabble,**  
Directors of Communications and Funding (job share)  
(Ben works Mon-Wed and Sarah works Wed-Fri)







## INFORMATION ABOUT BMS WORLD MISSION



**BMS World Mission** is passionate about making Jesus known across the world and transforming marginalised societies in some of the poorest nations on earth. We help communities to deliver healthcare, build wells, teach children, witness to their neighbours, respond to disasters, fight for legal justice, plant churches and much more.

We think everyone in the world should have the opportunity to experience fullness of life in Christ and in order to achieve this we have personnel, partners and international mission workers serving in more than 30 countries around the world, supported by more than 1,500 churches around the UK. You can see a recent short celebration video of our work [here](#).

Our new strategy recognises that God is at work in many new and exciting ways in our rapidly changing world. Seeing people come to faith in Christ and ending suffering and injustice remains our imperative. Our mission must be meaningfully informed and influenced by the Majority World Church. And we need to make sure that our faith-stretching vision is resourced and supported.

The Communications and Fundraising Department play a critical role in achieving our vision. Our goal is to raise the

prayer, volunteering and finance needed for God's work through BMS. Over the next five years we'll be doing that by:

- Delivering an outstanding supporter care experience
- Forging new connections to individuals as well as churches
- Reaching out to a wider variety of audiences
- Broadening our brand awareness beyond our highly loyal supporter base

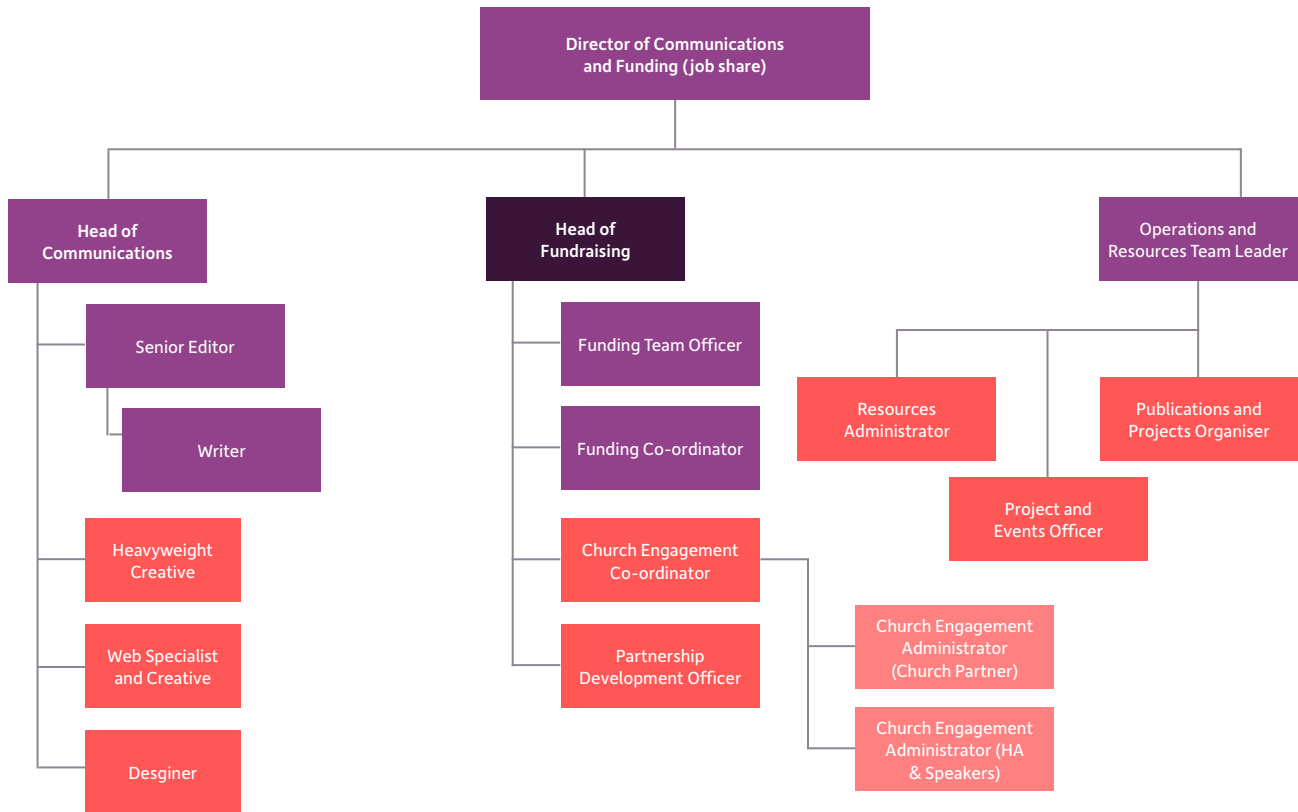
The Department is tightly knit, with excellent cross-team collaboration which allows us to deliver outstanding work. We're ambitious to play our parts in transforming the world, and willing to take risks and experiment to realise that dream. We interact with every part of BMS, but we're particularly building closer alignment and shared working processes with teams in Supporter Services and World Mission (who oversee the work on the ground).

We work hard but we have fun doing it and we 'have each other's backs'. If you've got caring responsibilities, you don't have to pretend to leave them at the door. We mostly try to work from a strengths-based approach, moulding roles where we can so they capitalise on interests, strengths and creativity.





# DEPARTMENT ORGANISATION CHART









## HEAD OF FUNDRAISING HOW WHAT YOU WILL DO MATTERS



Our new five year strategy will chart new territory for BMS. We need someone who'll bring their fundraising knowledge and expertise to continue developing our fundraising strategy. You'll oversee the retention and cultivation of our strong church supporter base, whilst continuing our work on individual acquisition. Monitoring and evaluation will be part of your DNA; you'll track the progress of new and existing products and course correct as required. You'll have a superb instinct for spotting new internal and external opportunities, and you'll be willing to take considered risks in pursuit of your goals, whilst maintaining our legal compliance.

You won't be doing this work alone of course! You'll be leading and building a growing team as they conceive and deliver new products and nurture our supporters. You'll lead them to bring a fundraising approach across the organisation and to keep their focus on our targets and end goals, coaching them to identify and capitalise on opportunities as they arise.

As Head of Fundraising, you'll work closely with the other leaders in the department but also beyond. You'll be a prominent voice internally and externally, from advising the Executive Team to undertaking speaking engagements and building relationships with major donors.





# HEAD OF FUNDRAISING JOB DESCRIPTION



**Vision Statement:** The highest goal of all we do is to bring people to faith in our Lord and Saviour Jesus Christ and an experience of the abundant life that only he can provide.

## **JOB TITLE:**

Head of Fundraising

## **RESPONSIBLE TO:**

Director of Communications and Funding.

## **INTERNAL RELATIONSHIPS:**

Communications Department management team; line management of Supporter Engagement Team. Executive Director Team; Supporter Services Team; mission workers; mission trainees.

## **EXTERNAL RELATIONSHIPS:**

Major donors; corporate donors; key supporting churches; legators; 24:7 Partners; UK Baptist ministers, church role holders, UK Baptist unions and associations; volunteers; consultants.

## **LOCATION/TRAVEL TO:**

BMS Didcot and home working. Some UK travel required.

## **JOB TYPE/HOURS:**

Full-time, permanent.

## **JOB OVERVIEW:**

**To give strategic leadership across BMS in all aspects of fundraising, supporter engagement and church relations, delivering growing sustainable income across different voluntary sources to enable the delivery of BMS' objectives.**

This role works strategically with the Director of Communications and Funding, the Resource and Operations Team Leader and the Head of Communications in the overall management of the Communications Department, and acts as a key interface with directors on fundraising matters.

## **ROLES & RESPONSIBILITIES**

### **1. Fundraising strategy and management**

- Develop the organisational fundraising strategy, developing detailed analysis across the different disciplines of fundraising, including, but not limited to, income from the following sources:
  - » Churches
  - » Legacies and in-memory
  - » Individual giving
  - » Trust, corporate and institutional
  - » Community
  - » Digital
- Develop, maintain and apply an advanced level of fundraising skills, knowledge and expertise and provide directional advice to the Executive Directors Team (EDT), Communications team leaders, and others across the organisation in all areas of fundraising.
- Take full responsibility for the financial (assigned budgets) and information (donor database) resources used within the Supporter Engagement Team and, where appropriate, the wider department.
- Be accountable for the performance of BMS' fundraising activities across different income streams.
- Use advanced communications skills to provide advice and direction in all areas of fundraising, translating specialist fundraising knowledge into an accessible format for key stakeholders.

### **2. Leadership and management**

- Manage members of the Supporter Engagement Team (currently 4 directly, a further 2 indirectly), fully holding each team member to account for specific delegated performance targets.
- Build organisational fundraising capacity by delivering internal training.
- Work and line manage staff following BMS' policies and procedures.
- Oversee the training, development and deployment of BMS Speaker Team volunteers across the UK (currently 60+ members).
- Manage BMS' engagement with its network of 3,000+ church-based role holders.





## HEAD OF FUNDRAISING JOB DESCRIPTION (CONT.)



### 3. Reporting and accountability

- Report monthly on fundraising performance to the Director of Communications and Funding and quarterly to Executive Directors and the Finance and Audit Committee.

### 4. Legal compliance

- Hold responsibility for BMS' compliance with the Fundraising Regulator, keeping abreast of changes to the regulatory landscape.
- Take the lead on organisational compliance with GDPR and other relevant data protection law with respect to the personal data of BMS supporters, UK volunteers and subscribers.

### 5. External representation

- Represent BMS at Baptist Assemblies and other strategic events, such as ministers' conferences.
- Undertake speaking engagements on behalf of BMS at high-giving churches
- Meet with major donors and major corporate donors, developing income in these streams.
- Lead the team which manages the formal representation of BMS' interests across 2000+ churches through the BMS Speaker Team, managing the deployment of mission workers, staff members and volunteer speakers.

### 6. Other duties

- Collaborate with the Operations and Resources Team Leader and with the Head of Communications to advise and work with the Director of Communications and Funding on all aspects of the department's work, including contributing to BMS' wider strategy, both current and future.





## HEAD OF FUNDRAISING PERSON SPECIFICATION



### SKILLS, KNOWLEDGE AND EXPERIENCE

#### ESSENTIAL

- Demonstrable experience in fundraising roles across a number of fundraising disciplines, especially individual giving
- Previous experience of managing and leading a team to achieve team targets
- Self-motivated with an ability to prioritise and handle various projects
- Excellent communication, and interpersonal skills, and proven ability to communicate effectively, both verbally and in writing, with a variety of individuals and stakeholders
- Proven ability to build, manage and develop successful and collaborative relationships both internally and externally
- Strong organisational skills, and the ability to manage and prioritise a varied workload and that of the fundraising team
- Excellent project management skills
- Excellent numeracy skills with the ability to analyse and report on financial fundraising performance
- Computer literate with proficiency in MS office
- Understanding of UK fundraising regulatory environment

#### PREFERRED

- Relevant fundraising qualification
- Professional member of the Institute of Fundraising
- High level of understanding of the UK Church and Baptist context
- Understanding of contemporary mission
- In-depth knowledge of data protection law
- Excellent analytical skills
- Confident in preaching and leading church services
- CRM database management experience

### PERSON QUALITIES

- Willing to work to create a professional and welcoming workplace culture
- Commitment to outstanding supporter care
- Mature, faithful and professional approach to the task and the team
- Have the highest level of integrity and standard of excellence
- Take confidentiality seriously and appropriately
- Demonstrable servant leadership qualities
- The ability to work with a variety of theologies and world views
- Work relationally and collaboratively
- Be self-aware, be comfortable with vulnerability and remain resilient
- Personal values in full support of BMS' mission, values and goals
- Be creative, adaptable, take initiative and be comfortable with risk
- Keep up-to-date on relevant specialism, including qualifications

### SPECIFIC OCCUPATIONAL REQUIREMENTS

- The job holder must have the right to live and work in the UK.
- The job holder must be a committed Christian, fully in sympathy with the BMS vision statement.





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## SALARY AND BENEFITS



### HEAD OF FUNDRAISING:

Salary £40,199 to £45,119 per annum, increasing in periodic increments

BMS aim to provide excellent benefits to our employees.

We provide the following main benefits -

- Generous annual leave entitlement of 30 days plus bank holidays, rising to 33 days plus bank holidays based on length of service
- Generous pension scheme with up to 9% employer contributions if you contribute up to 5%
- Generous sick pay entitlement and support
- Enhanced Maternity Leave of 18 weeks at full salary based on length of service
- Enhanced Paternity Leave of up to three weeks at full salary based on length of service

Additionally, we also offer:

- Flexible working,
- Travel loans (season ticket),
- Cycle to work scheme,
- Eye care package,
- Childcare vouchers,
- Counselling services,
- Death in service benefit,
- Various learning and development support,
- Onsite Parking

Our head office is based in the heart of Didcot, Oxfordshire. We are a short walk from a large shopping centre and less than ten minutes from the train station. Free, secure parking with electric vehicle charging points is available for staff. We are easily accessible from Oxford, Reading and Swindon by road and rail and Didcot is just 45 mins to London Paddington by rail.





## HOW TO APPLY



Completed applications should be sent to Hayley McDonald at: [hayley.mcdonald@actionplanning.co.uk](mailto:hayley.mcdonald@actionplanning.co.uk)

The closing date for this role is **5pm on Monday 26 April**.

### HEAD OF FUNDRAISING

**Your application should include:**

- An application form which you can download from our website at [ActionPlanning.co.uk/jobs-board](https://ActionPlanning.co.uk/jobs-board)

We anticipate holding interviews on **Thursday 13 May 2021** in Didcot with appropriate social distancing measures in place if the Government guidance allows.

