



# Candidate Information Pack

## Director of Fundraising and Communications

NOVEMBER 2022







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## LETTER FROM CEO



### Dear applicant

Thank you for your interest in the Director of Fundraising and Communications role. The enclosed job description and person specification will tell you about the job and detail the kind of person we are looking for. Additionally, you will find our website <https://www.imjp.org> a useful source of information about our mission and ministry to Jewish people.

Over the past 8 years, it's been my privilege to serve as CEO of International Mission to Jewish People (IMJP) and I am encouraged by the immense growth we have seen as an organisation. We have a single focus; to take the Good News of Jesus the Messiah to the Jewish people. And this focus is creating more opportunities to spread the gospel among the Jewish people and so generating greater interest in our work - and more support. This new Director of Fundraising and Communications is key to that continued growth and you will play a pivotal role in both raising funds and communicating about the work that we do.

IMJP is wholeheartedly committed to bringing the Good News of Jesus back to the Jewish people from whom it came and ensuring that the Jewish people's need of the gospel remains on the radar of the Church. This was why we came into existence nearly 200 years ago; to preach the gospel to Jewish people and to help them become followers of the Messiah Jesus. This senior role will be pivotal in ensuring that we communicate our vision effectively, with passion and to a wide audience.

If you believe IMJP is an organisation in which you would be happy to serve, a cause you can champion, and if the position fits your skills, values and experience, then we would love to hear from you. Details of how to apply are at the end of this information pack.

If you would like more information about this new and exciting role, you can contact Tracy Madgwick or Hayley McDonald of Action Planning's Recruitment Team, who are managing the recruitment process for us at [tracy.madgwick@actionplanning.co.uk](mailto:tracy.madgwick@actionplanning.co.uk) or [hayley.mcdonald@actionplanning.co.uk](mailto:hayley.mcdonald@actionplanning.co.uk)

Thank you for praying about and considering this role. Please pray for us as we seek God's wisdom and guidance for appointing the right person to the post.

Kind Regards,



**Joseph Steinberg**  
CEO



## ABOUT INTERNATIONAL MISSION TO JEWISH PEOPLE



IMJP has been at the cutting edge of cross-cultural mission since 1842 and was formed by people with a vision and passion for the salvation of the Jewish people. Originally the British Society for the Propagation of the Gospel among the Jews (BJS), the Society was founded at an inaugural meeting in Regent Square, supported by British evangelical leaders such as Robert Murray M'Cheyne and the great Baptist preacher Charles Haddon Spurgeon.

The Holocaust brought the work of Jewish mission in Europe to a grinding halt but through the heroic efforts of Rev I E Davidson, of the Barbican Mission to the Jews (later part of CWI), over a hundred Jewish children were air-lifted from certain death in Nazi-occupied Europe. A significant number of those children became believers and of those who came to faith, a high proportion went into Christian ministry.

As the work expanded, in 1965 the mission became the International Society for the Evangelization of the Jews (IJS) and eleven years later, in 1976, joined with the Barbican Mission to the Jews, founded in 1879, to become Christian Witness to Israel.

Nearly 200 years after it came into existence, International Mission to Jewish People is still at the cutting edge of cross-cultural, multi-cultural, international and interdenominational mission to the Jewish people, sharing the Good News that the Messiah promised through the ancient Jewish prophets has come, and his name is Jesus.

IMJP is on the threshold of yet more exciting change as we seek to respond to the challenge and commission taken-up by our founders to proclaim Jesus as Messiah and Lord to Jewish people today.

### FUNDING

We are a mission that, in faith, depends on God and his people to provide for our needs. The Mission seeks to raise funds by making its work known through public meetings and Christian events, as well as print and e-media.

Members of staff, especially our missionaries, do a lot of the work on the ground by presenting the work of the Mission at churches and Christian fellowships, and through the Mission's publications.

Current and historical financial and associated information can be found in the Trustees' Annual Report & Accounts, available on the Charity Commission website at <https://register-of-charities.charitycommission.gov.uk/charity-search/-/charity-details/271323>

You can find more information about what we believe and teach in our brochure "Who we are, What we do and What we believe" which is being sent to all candidates under separate cover.







## ABOUT THE ROLE



This is an exciting time to be joining IMJP. In 2021, we asked an external organisation to review how we might achieve a step change in our fundraising which allow us to increase our reach. This new role of Director of Fundraising and Communications has been created as a result of that review.

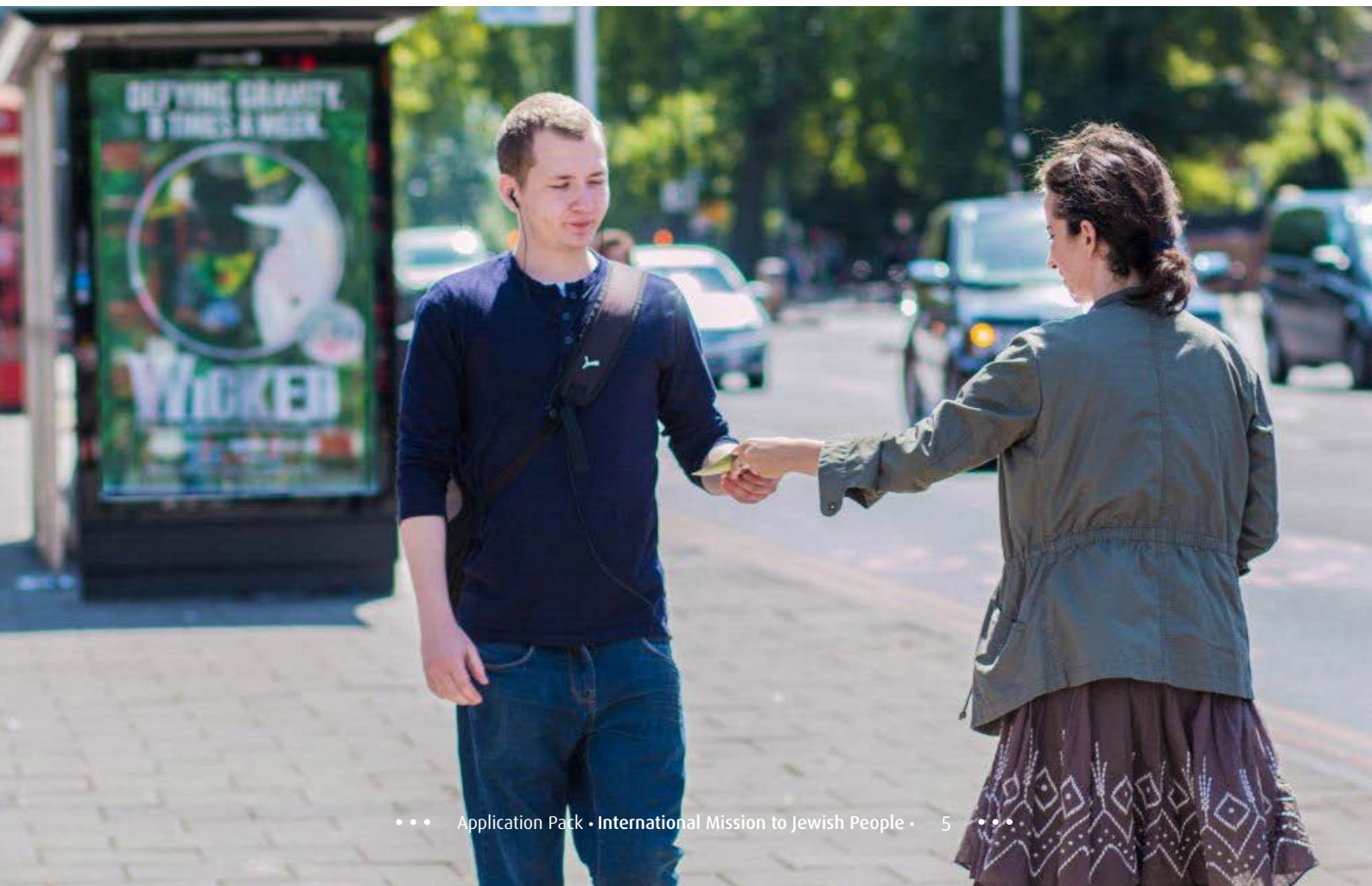
We are pleased to say that we have already achieved significant financial growth. Since 2014, when Joseph took over as CEO, our annual income has grown from approximate £700k per annum to over £1,250,000. As such a niche organisation, this is quite an accomplishment and yet shows us that there is so much more we can do to grow and expand our work. As we keep our focus on our singular calling to tell Jewish people about Jesus and make that need known among Evangelical churches and Christians across the UK and beyond we are confident we can continue to grow.

Most of the new income we have seen generated has been from already existing supporters. Our aim for this new role

is to find ways to broaden our support base and grow the number of churches and Christians who hear about and support our work. Another aspect of this role will be to find ways to help our missionaries engage with their own individual fundraising strategies so that they can reach their fundraising targets. 20% of their work week has been earmarked for this exciting opportunity.

Despite the economic challenges the UK and the world faces, we have found our income remains strong. Our singular focus and the results we are seeing in Jewish people coming faith in Jesus provide a strong platform to showcase our work. These will provide an excellent opportunity to encourage churches and Christians that God is at work through us. Therefore, we can make the case that our missionaries and their activities are a wise and sound investment in his Kingdom work.

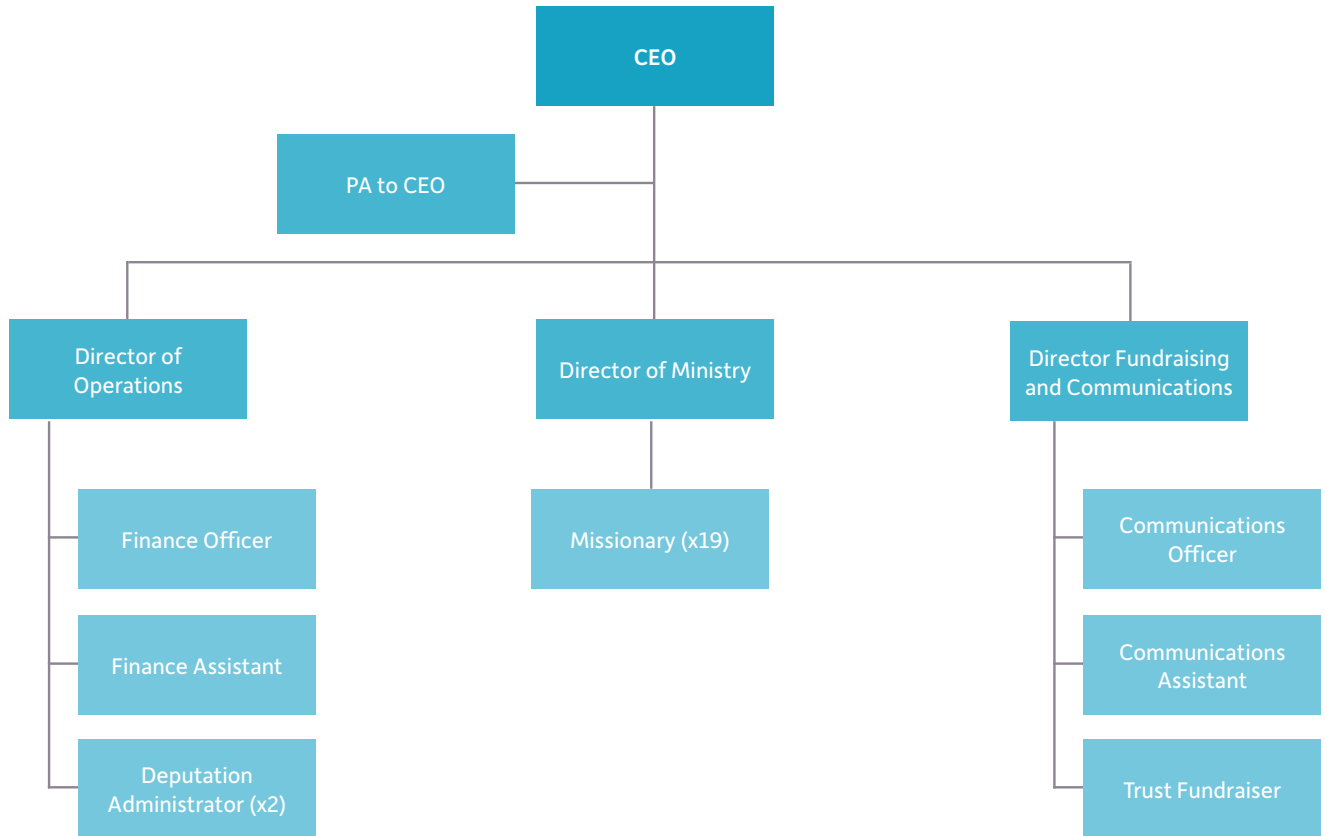
We believe there is so much more we can do to grow our support network and income. Are you the one to help us?





## ORGANISATION CHART

• • •





QUI PEUT AMENER LA PAIX?

Disco di carta  
in carta

6. 6.10.10

people working  
together to  
make things  
better

God



Volte  
reponse

1. *Chlorophyll a* (Chl a) is the primary photosynthetic pigment in most plants and algae. It is a green pigment that absorbs light energy in the blue and red regions of the visible spectrum. Chl a is essential for the light-dependent reactions of photosynthesis, where it converts light energy into chemical energy in the form of ATP and NADPH.

des himmel  
29

Lazni  
Tomas  
D...



the  
note

Handwritten text on a yellow sticky note: "Handwritten text on a yellow sticky note."

Dieu



musique

Communication, and  
Football conversation



L'alginate qui  
gagne la coupe  
du monde



My Mommy

Children

Everyone



## JOB DESCRIPTION



### ROLE PURPOSE

The Director of Fundraising and Communications is a key senior member of International Mission to Jewish People (IMJP) and will work closely with the CEO to deliver ambitious fundraising targets. This is a new role, and the successful postholder will have the opportunity to shape and develop the role to meet the needs of the mission.

### MAIN DUTIES AND RESPONSIBILITIES

#### WITH THE CEO AND AS PART OF THE SENIOR LEADERSHIP TEAM:

- Support the development, implementation and evaluation of IMPJ's strategic objectives and plan.
- Support the implementation of IMPJ's mission, vision and values through demonstrable leadership and communication skills.
- Direct operational activities so as to achieve the goals of the strategic plan, in line with the organisation's mission, vision and values.
- Be a passionate representative and advocate of IMPJ to all our internal and external stakeholders.

#### AS THE DIRECTOR OF FUNDRAISING AND COMMUNICATIONS:

##### STRATEGIC

- Develop and deliver IMPJ's fundraising and communications strategy and plans to meet agreed goals and achieve ambitious fundraising targets across a range of income streams.
- Work with the CEO, set the annual fundraising and communications targets, budgets and reforecasts, providing regular financial, KPI, and commentary reports to the CEO and Board.
- Lead and manage the Fundraising and Communications team and ensure staff are developed, invested in, and motivated to contribute to IMPJ's mission and deliver the relevant corporate objectives.

#### FUNDRAISING

- Oversee a small team focussed on supporting IMPJ's missionaries in their individual fundraising activities through donor relations (individuals and churches) and applications to trusts.
- Further develop and implement a growing Direct Marketing strategy which includes growing the number of people on the database and the number who give to the mission.
- Work directly with IMPJ's missionaries to provide strategic fundraising support and guidance.
- Work with the CEO to deliver fundraising streams from major donors (individuals and churches).
- Identify new fundraising opportunities and develop new fundraising ideas and activities across all income streams, fostering a culture of innovation within the team.
- Be part of the team in cultivating and maintaining relationships with funders, including grant givers, churches and individuals and develop relationships with both established supporters and new prospects.
- Ensure follow up with donors is timely and accurate, developing healthy long-term relationships with supporters and partners.
- Ensure the team develop knowledge of grant giving bodies, the charity sector and any trends to identify and capitalise on, so that the mission can make the most of relevant opportunities.
- Ensure that effective supporter journeys and stewardship plans are in place for all donors and to personally build/ manage relationships with a number of key supporters and major donors.





## JOB DESCRIPTION CONTINUED.



- Ensure that IMPJ's fundraising work is communicated effectively both internally and externally.
- Ensure the consistent application of best fundraising practice and knowledge across the mission, including building a fundraising culture and awareness among all staff.
- Ensure that all relevant statutory requirements and industry standards are met regarding income generation.

### COMMUNICATIONS

- Have overall responsibility for external communications for the mission, liaising with the CEO as needed.
- Build the capacity of all employees to engage in effective communications activity, externally and internally.
- Create new compelling narratives and stories that effectively communicate and elevate the mission's work.
- Ensure implementation, operation, monitoring and review of the mission's digital and social media strategies, including website maintenance and development.
- Be responsible for brand management and development, including brand awareness and ensure that all communications are effective and consistent in style and

content.

- Build organisational understanding of IMPJ's key supporter audiences and ensure we are developing and delivering content and channels that increase our profile within them as well as their desire to engage with us.
- Evolve new campaigns and identify opportunities for growth.
- Act as an ambassador for IMPJ, occasionally undertaking speaking engagements, attending conferences and networking, etc.

### GENERAL

- To regularly attend weekly devotions and to lead them when requested.
- To undertake any other duties that can reasonably be required of the role.
- To follow all IMPJ policies and procedures.





## PERSON SPECIFICATION



### EXPERIENCE AND SKILLS

#### ESSENTIAL

- A demonstrable record of delivering income growth across several fundraising channels at least one of which should be Direct Marketing.
- Experience of supporting other staff in raising support/ income generation
- Experience of overseeing a multi-income stream fundraising department – spanning areas such as individual giving, legacies and high value fundraising.
- Understanding of effective communications campaigns, and how to manage a high-quality communications function which delivers on brand, digital, production, PR and campaigns.
- Significant people management skills, with the ability to coach and motivate others to achieve.
- An experienced networker, with an ability to build high level relationships with a diverse range of stakeholders.
- Up to date knowledge of fundraising best practice.
- Understanding and experience of working within the requirements of the Code of Fundraising Practice and data protection legislation.

#### DESIRABLE

- A track record of personally securing gifts from major donors. desirable
- Experience of senior management in an organisation, reporting plans and outcomes to the CEO and Board of Trustees, wider organisational goals and strategic planning.

### PERSONAL QUALITIES

- An inspiring leader who can excite and motivate individuals to support IMJP.
- An interest in and commitment to reaching Jewish People with the gospel.
- Willingness and ability to deliver both “hands-on” and strategic fundraising and communications tasks.
- An excellent verbal and written communicator.
- Flexibility and a practical, can-do attitude.
- Highly motivated and commercially astute.
- A strong and persuasive negotiator.
- Positive, resilient and supportive of others.
- Able to coach and mentor others to achieve.

### SPECIFIC REQUIREMENTS OF THE ROLE

- The postholder must be a committed Christian who personally subscribes to International Mission to Jewish People’s basis of faith and who fully supports our mission objectives. It is therefore an occupational requirement for the holder of this post to be a Christian.
- Ability to work occasional evenings and weekends. There will be very occasional travel overseas as part of this role.







## OUR SALARY AND BENEFITS PACKAGE



### **SALARY:**

c£52k, although more may be available for the right candidate

### **HOURS:**

35 hours per week, Monday to Friday

### **FLEXIBLE WORKING:**

We are open to discussion about flexible working options

### **HOLIDAY:**

25 days plus all bank and other public holidays. A further 3 days is usually given at Christmas at the discretion of the CEO.

### **PENSION SCHEME:**

A generous pension scheme where the employer contribution is 8 per cent and the employee contribution is 5 per cent,

### **SICK PAY:**

We take a sympathetic view and seek to support our employees when they are off work due to illness

### **TRAVEL:**

There will be some opportunity to travel as part of this role. Further details will be given at interview.

### **DEATH-IN-SERVICE BENEFIT**

Lump sum payment of 1 year's annual salary and 30% of annual salary paid to dependent for his/her life.

### **TRAINING AND DEVELOPMENT**

We aim to create a learning environment that enables all our employees to be proficient in their job and to feel that they make a valuable contribution to the Charity's overall achievement. You will be able to request time to train or to undertake accredited programmes leading to a qualification, or, for unaccredited training, request assistance to help you develop skills related to your job.





## HOW TO APPLY



Applications should be sent to Hayley McDonald  
at: [Hayley.Mcdonald@actionplanning.co.uk](mailto:Hayley.Mcdonald@actionplanning.co.uk)

Please enclose:

- A full CV outlining your career history to date. Please include details of your latest remuneration and benefits.
- A covering letter, of no more than two pages in total, **outlining how you meet the criteria set out in the person specification and your reasons for applying.**
- A completed Personal Details Form – available on the Action Planning website.

**The closing date for applications is 9am on  
Monday 9 January 2023**

All applications will be considered immediately after the closing date and candidates informed if they have been shortlisted for first interview by 5pm on Friday 13 January

First interviews will be conducted by Tracy Madgwick, HR Consultant, Action Planning using Zoom during week commencing Monday 16 January 2023

Second interviews will be held at IMPJ's main offices in Eynsham, Witney, on **Tuesday 7 February 2023**





