

FUNDRAISING AND COMMUNICATIONS ADMINISTRATOR APPLICATION PACK



CPAS, Sovereign Court One (Unit 3), Sir William Lyons Road,
University of Warwick Science Park, COVENTRY CV4 7EZ

Church Pastoral Aid Society, registered charity no 1007820
A company limited by guarantee, registered in England no 2673220
Registered office at address above

Thank you for your interest in the post of Fundraising and Communications Administrator

CPAS has been resourcing local churches since 1836. CPAS has recently refreshed its vision and recalibrated the way it will support the local church in evangelism in the 2020's. This has reconnected us to the passion for evangelism expressed in 1836 but allowed new ideas to rise to the surface, not least a commitment to working with new forms of local church and a new generation of leaders. Through our patronage responsibilities, we are involved in making clergy appointments every month of the year and in every diocese of the Church of England. Our leadership and training work has extensive reach with church leaders, lay and ordained. We also run residential and holidays for children and young people, including a rapidly expanding programme with Church of England primary schools. In order to achieve all this we need a great fundraising and communications function, and this role is a key part of that team.

You must have a real drive to help supporters, and members of the public, connect to our work. You will be the first personal contact for many people who phone and email CPAS and you will make each one feel they are in safe and expert hands. You will help us connect with our supporters by writing and sending great communications including thank-you letters. You will help produce cards, posters, and other materials that connect us to our key audiences, and you will support a range of customer-facing activities, so that we can provide an excellent service.

To excel in the role you'll need to bring experience of handling customer / client / supporter / public enquiries on the phone and by email, and an ability to respond to enquirers' needs by working with colleagues, including across teams and hierarchies. You'll have great communication skills, and database experience, including mail merge.

Hopefully this pack tells you everything you need to decide if this is the role for you, but if you would like an informal discussion about any aspects of the role or the details in this pack please contact Kate Mulhern (Head of Fundraising and Communications) via email on kmulkern@cpas.org.uk.

About CPAS

CPAS is an Anglican evangelical mission agency working with churches, mainly in the UK and Republic of Ireland. Established in 1836, our founders' purpose was captured in the phrase 'the gospel to everyone with a single eye to the glory of God'. The spiritual needs of men, women and children in our nations continue to motivate us and are reflected in our mission statement: **CPAS enables churches to help every person hear and discover the good news of Jesus Christ.**

The three main areas of our work are:

- **Leadership:** Resources, events and programmes to develop leaders at all levels in local churches, including Growing Leaders, PCC Tonight and the Arrow Leadership Programme. Our leadership training encompasses a wide range of key leadership topics, much of which is delivered in partnership with Church of England dioceses.
- **Venture and Falcon holidays and School Ventures:** Over 4,000 children and young people exploring life with Jesus on more than 100 residential holidays and weekends across England and Wales each year, which are led by 3,000 volunteer leaders.
- **Patronage:** As the UK's largest evangelical patron, we are involved in the appointment process for clergy at almost 700 churches.

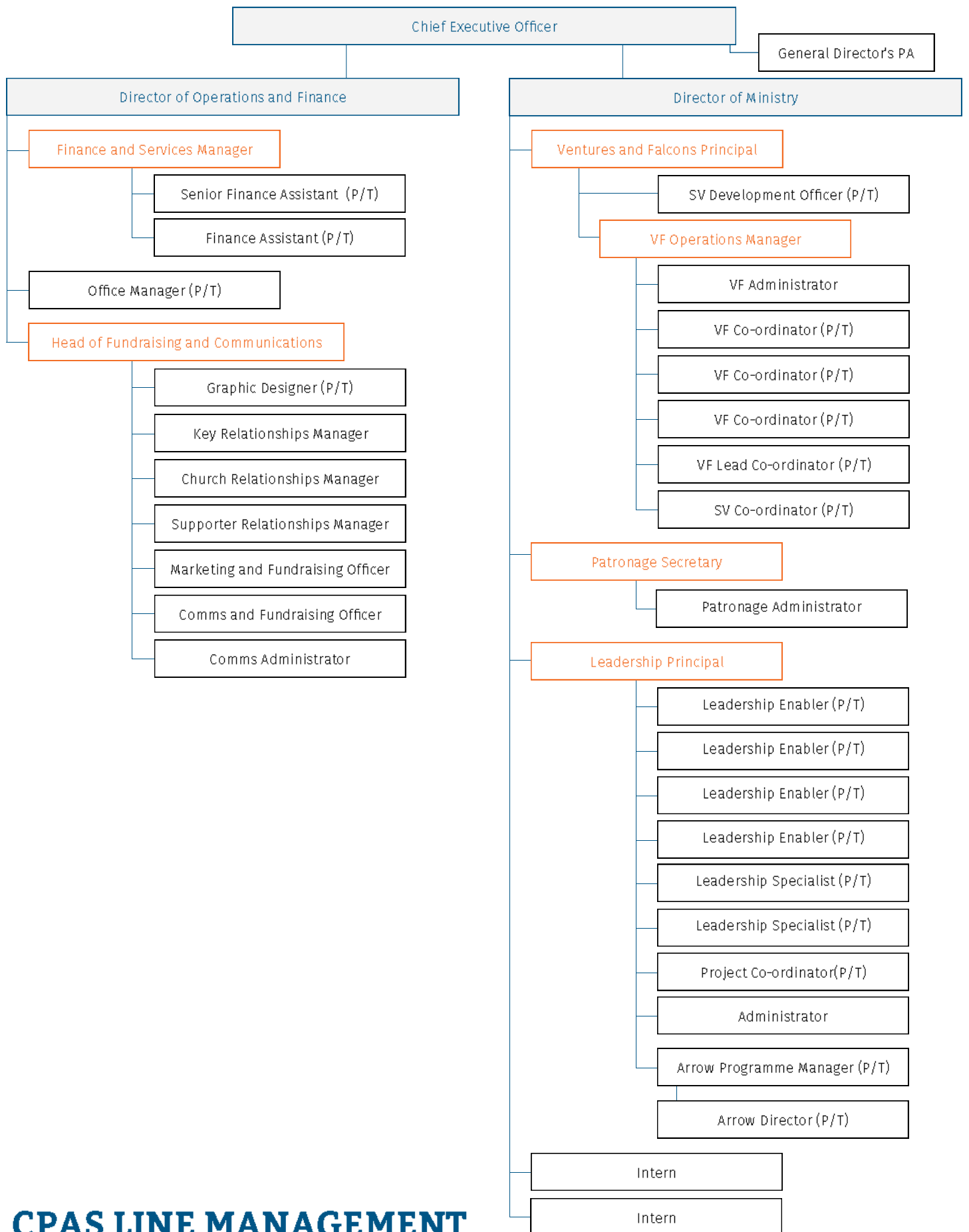
Statement of Faith

The CPAS Basis of Faith is adapted from the Anglican Evangelical Assembly's Basis of Faith and can be read online at www.cpas.org.uk/faith.

Location

The majority of our staff are based at our office (address on p1), on the outskirts of Coventry and 20 minutes walk from Canley station. We have comfortable, purpose-built and well-resourced facilities, including excellent IT provision and a strong support network.

Staff currently working at Sovereign Court One live in Warwick, Leamington, Coventry, Solihull and Birmingham, as well as the smaller towns and villages nearby. Our office is very close to the A45, providing easy access to London and Birmingham.



CPAS LINE MANAGEMENT STRUCTURE

JULY 2022

ROLE PROFILE – FUNDRAISING AND COMMUNICATIONS ADMINISTRATOR

Our Vision

We long to see a Christ-centred, Bible-based, mission-focused church where leaders are clear about their call to discipleship, growing in Christ-like character and competent to lead in a time of rapid change; where leaders discern God's direction, enable action, build teams, develop leaders, shape culture, facilitate communication, and nurture people; where leaders work in teams, reflecting the diversity of ministries, and model themselves on the servant character of Jesus; where leaders help transform inherited churches, pioneer emerging churches and deliver creative residential ministry, effectively helping children, young people and adults hear and discover the good news of Jesus Christ.

Overview of Role

JOB PURPOSE

To develop, maintain and enhance relationships with individual, trust and church supporters by providing efficient and professional donor care, both directly and by supporting team members and the wider organisation.

CORE TASKS

- 'Front-of-house' for public and supporter and church enquiries: Respond to all general and comms box emails, and calls to the central CPAS phone line, either in person by answering queries/sending materials, or by forwarding to relevant colleagues.
- 'Back office' for inbound supporter communications:
 - ◇ Thank supporters by letter and email, including writing thank-you templates relating to different aspects of CPAS's work, running regular database queries, sending appropriate acknowledgements to supporter segments, and updating records.
 - ◇ Update database with returned mailing items (address changes, unsubscribes, etc.), including liaising with other relevant internal teams.
- Administrative support for materials and activities:
 - ◇ Co-ordinate the production of general marketing materials including letterheads, cards, and notelets.
 - ◇ Provide support for mailings such as fundraising appeals, including extracting/sorting data and dealing with design/print/mailing suppliers.
 - ◇ Support Fundraising and Communications team on upkeep of organisational database and websites.
 - ◇ Contribute to supporter communications, e.g. writing and proofing emails, articles, bulletins.
- Administrative support for preaching visits:
 - ◇ Keep abreast of clergy moves from Church Times and update church records with the information.
 - ◇ Work with the Church Relationship Manager to co-ordinate preaching visits for some key staff.
- Support CPAS recruitment process: help with advertising of new posts across a range of media.

ACCOUNTABILITY AND MANAGEMENT

The role is line-managed by the Head of Fundraising and Communications.

Requirements for Role

KNOWLEDGE AND SKILLS (REQUIRED)

- Experience with handling customer/client/supporter/public enquiries on the phone and by email.
- Ability to respond to enquirers' needs by working with colleagues, including across teams and hierarchies.
- Strong verbal and written communication skills.
- Database experience, including mail merge.
- Excellent organisational ability for projects (e.g. the production of marketing materials) and processes (e.g. supporting recruitment, speaker requests, etc).
- Can work on their own initiative, meeting objectives and deadlines under pressure.
- Is creative, comes up with ideas/solutions and is effective in follow-up.
- Good attention to detail.

KNOWLEDGE AND SKILLS (PREFERABLE)

- Working with external marketing agencies.
- Some understanding of evangelical churches, ideally within the Church of England.
- Knowledge of social media and email marketing tools.

TRAVEL

Occasional travel may be required to support the CPAS presence at exhibitions or conferences.

PASSION

Motivated by the aims and objectives of CPAS' work, the post-holder will be committed to high standards of customer service, efficient delivery and clear communication. S/he will enjoy working in a collaborative team environment.

CHRISTIAN FAITH

CPAS is a Christian agency, working to support churches across the UK and Republic of Ireland. It is therefore important that the post holder has a committed personal faith, is an active member of a local church and is in agreement with the CPAS

Terms and Conditions

1. **Christian faith:** As a Christian organisation with a focus on mission, some of our roles include a Genuine Occupational Requirement (GOR) of an active Christian faith. Details of how this applies to this post are included in the role profile.
2. **Location:** The post is based at the CPAS office at Sovereign Court One (Unit 3), Sir William Lyons Road, University of Warwick Science Park, Coventry, CV4 7EZ.
3. **Salary:** £21,810 per annum.
4. **Contract:** This is a permanent contract, subject to an initial 3-month probationary period, and the usual ongoing CPAS appraisal process.
5. **Safer recruitment:** CPAS is committed to safer recruitment and candidates for this post will need to undergo a Basic DBS check in line with CPAS safeguarding policy and procedures.
6. **Expenses:** All authorised expenses are reimbursed.
7. **Hours of work:** This is a full time appointment of 37 hours per week, although we would consider applications for part-time employment. A flexi-time system operates for this post.
8. **Holiday:** 28 days annual leave including Bank Holidays, plus the time between Christmas and New Year.
9. **Start date:** To start as soon as possible.

How to Apply

Please send your CV and a detailed covering letter which includes the following points:

- How your skills and experience enable you to meet the requirements of the role profile.
- Why you would like to work at CPAS.
- What date you could start work.
- Where you heard about the vacancy.

Applications should be sent by email or post to:

Kate Mulkern (Head of Fundraising and Communications)
kmulkern@cpas.org.uk

CPAS, Sovereign Court One (Unit 3), Sir William Lyons Road, University of Warwick Science Park, COVENTRY CV4 7EZ

Referees

Please give the names and addresses of two referees, indicating the capacity in which they know you. At least one of these should be from your present or most recent employer.

We normally take up references for all those called to interview (please indicate if you do not wish us to contact a referee prior to interview).

Closing Date

The deadline for applications is **Monday 8 August, 9 am**.

Interviews

Details with regards to interview dates and processes will be provided to applicants. Please note, the proposed interview dates are between 10 and 19 August, in person at our offices, although provision may be made for existing holiday commitments.