

COMMUNICATIONS AND FUNDRAISING OFFICER 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 Officer

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 because you will lead many of our most important communications, including our supporter magazine Connect, and the promotion of CPAS' events for church and worship leaders. You need to present our strategy, aims, and activities in accessible formats, for a variety of audiences, in multiple channels. You will be a good writer, and a clear thinker. You will be confident at working with different teams, including commissioning pieces of work from colleagues, and from external agencies.

To excel in the role you'll need to bring experience of creating and delivering communication plans, principally to deliver integrated campaign messaging across multiple online and off-line channels. You will understand the importance of analysing data to ensure you are reaching the right people, at the right time, with the right information. You'll have keen insights into how to manage website content to make the greatest impact on key public audiences.

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 Mulkern (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.

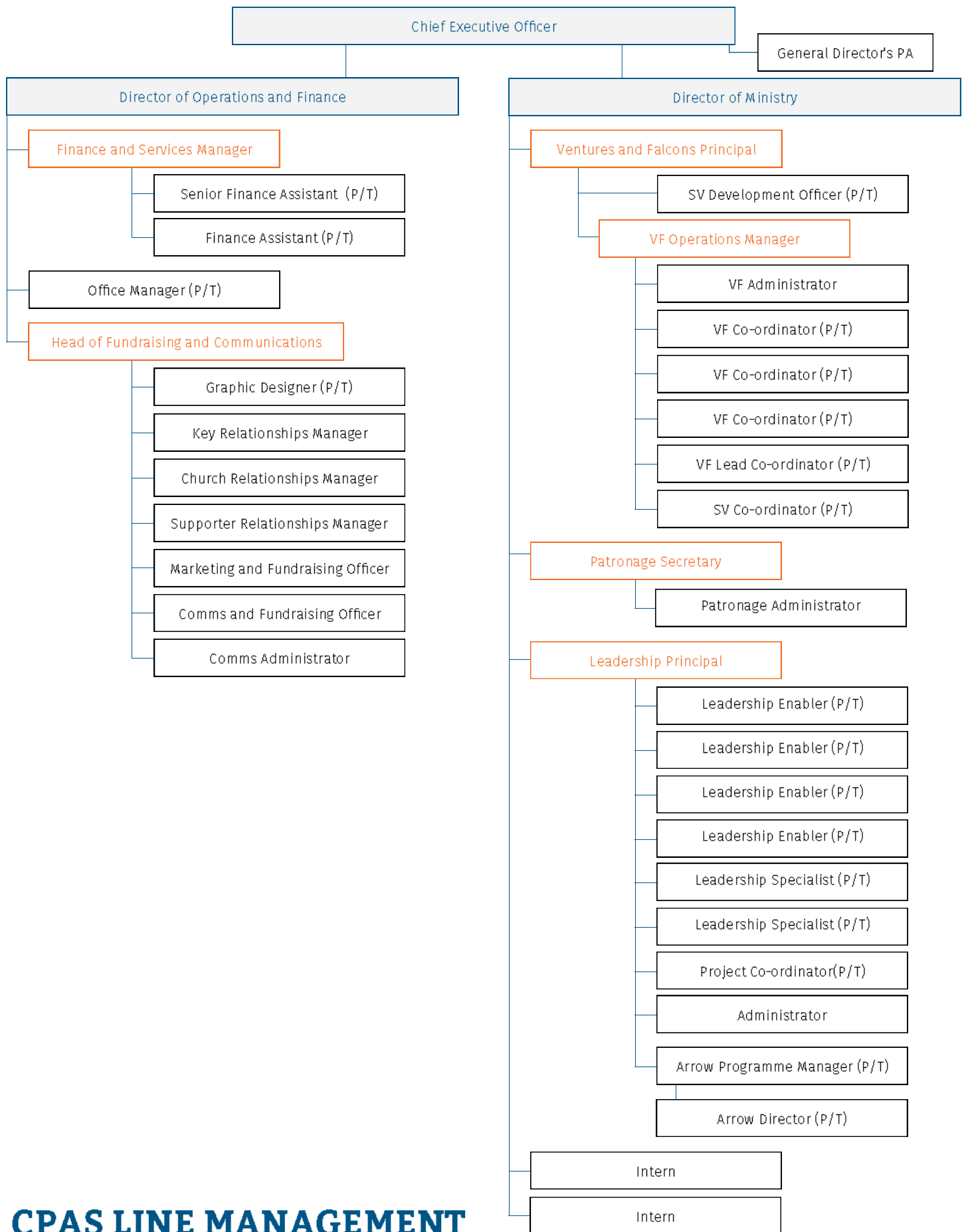
Statement of Faith

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

Our office (address on p1) is 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



COMMUNICATIONS AND FUNDRAISING OFFICER

Role Profile

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 and deliver effective multichannel communication plans, including oversight of the website and data analytics that deepen relationships with individual, trust and church audiences, resulting in improved awareness, great supporter experiences and increased financial support.

CORE TASKS

- **Plan and deliver communications for key audiences**
 - ◇ Engage individual supporters through online and offline appeals, newsletters, prayer calendars, and updates.
 - ◇ Develop and deliver other communications plans in partnership with senior colleagues, and the Marketing and Fundraising Officer, to support CPAS' activities.
- **Be responsible for comms materials and channels**
 - ◇ Manage external suppliers, such as designers, printers, and mailing houses, from briefing through to invoicing.
 - ◇ Be responsible for planning, writing, commissioning, editing, and proofing content for a wide range of online and offline materials, including key supporter communications such as the charity's newsletter.
 - ◇ Manage the CPAS website, including content and functionality via our web agency. Identify, and help progress, opportunities for website development.
- **Help manage audience data for FR and Comms purposes**
 - ◇ Create and run data selections, queries, and reports relating to supporter journeys, including fundraising appeals and CPAS event promotions.
 - ◇ Analyse data from sources including Google Analytics, CPAS' website, and CPAS' database (ThankQ), to report on the outcomes of communications campaigns.
- **Represent CPAS to supporters, and the public**
 - ◇ Represent CPAS at conferences and other events, and engage with a range of senior stakeholders.
 - ◇ Monitor media to help inform CPAS and its ministry.

ACCOUNTABILITY AND MANAGEMENT

The postholder is responsible for planning and executing high-quality strategic communications for the charity's most important audiences, for managing project budgets, and will line-manage FR and Comms interns. S/he is line-managed by the Head of Fundraising and Communications.

TRAVEL

Occasional UK travel will be required including attending conferences and events. This could require residential stays.

Requirements for Role

KNOWLEDGE AND SKILLS (REQUIRED)

- Qualified to degree level or equivalent relevant, accredited qualifications, e.g. CIM.
- At least a year's experience of creating and delivering effective communication plans leading to increased engagement, ideally in a fundraising or sales environment.
- Experience of creating excellent communication materials which deliver great supporter/customer experiences.
- Experience of data analysis within communication plans.
- A good working knowledge of CRM databases, ideally in a fundraising environment, and of writing web content.
- Is creative, comes up with strategic solutions and is effective in follow-up.
- Can work on their own initiative, meeting objectives and deadlines under pressure, with attention to detail.

KNOWLEDGE AND SKILLS (PREFERABLE)

- Experience of managing a variety of suppliers such as creative agencies, printers, and mailing houses.
- Supporter welcome and development journeys through online and offline channels, including social media.
- Data protection and fundraising regulations.
- Some understanding of evangelical churches, ideally within the Church of England.

PASSION

Motivated by the aims and objectives of CPAS' work, the postholder 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 basis of faith.

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:** Up to £34,000 per annum, depending on experience.
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 position of 37 hours per week. 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 interviews will take place between the 10 and 19 August (although we may be able to be flexible around holiday dates) in person at our offices.