

SUPPORTER RELATIONSHIP OFFICER



Application Pack

Church Pastoral Aid Society
Registered charity no 1007820
A company limited by guarantee, registered in England no 2673220
Registered office: CPAS, Sovereign Court One (Unit 3), Sir William Lyons Road,
University of Warwick Science Park, COVENTRY CV4 7EZ

Thank you for considering the post of Supporter Relationship Officer at CPAS.

About CPAS

CPAS is one of the key organisations shaping the future of the UK Church. Its residential holidays influence the lives of thousands of young people each year. Its leadership training and patronage work are shaping the current generation of church leadership. CPAS' role in the UK is unique, long-standing and influential within the Church of England and its evangelical constituency.

Our founders' aim was clear, to take the gospel 'to every person's door, with a single eye to the glory of God' which has meant that our work has always been in partnership with local churches. Currently we focus on training, patronage and the residential holidays we run for young people. We value our rich heritage and partnerships across the evangelical constituency, and seek to be biblical, missional, prayerful and Christ-like in all we do.

Looking towards 2025, our prayer and aspiration is to see:



The three main areas of our work are:

- Ventures and Falcons: for 8-18's to explore life with Jesus on our holidays and school residential.
- Leadership: resources, events and programmes to develop leaders at all levels in local churches.
- Patronage: supporting the appointment process for clergy in more than 700 churches.

About this role

We are seeking a committed, flexible and enthusiastic Supporter Relationship Officer to join our busy Fundraising and Communications Team. The ideal candidate will enjoy cultivating new and existing relationships with our financial supporters and will thrive in a collaborative team environment and target-driven culture. You will be responsible for leading on individual giving appeals, standing order acquisition and Gift Aid maximisation, resulting in increased overall financial giving, as well as working with others on a number of communications, campaigns and events. You will be joining us at a great time, as we look to strengthen and grow our team.

ROLE PROFILE

RESPONSIBLE TO: Head of Fundraising and Communications.

KEY WORKING RELATIONSHIPS: Supporters, members of the public, Fundraising and Communications team, wider CPAS teams and senior colleagues.

JOB PURPOSE: To cultivate new and existing relationships with all CPAS financial supporters including other individuals accessing CPAS services, resulting in increased overall financial giving. To play an active role in supporting team-wide initiatives including events and seasonal appeals.

CORE TASKS

- **Campaigns, communications and events**

- ◇ Lead on general donor cultivation and Individual Giving appeals, including liaising with other members of the Fundraising and Communications Team for content. This will include writing, creating data, and executing Christian-based appeals, whether by email (mailchimp) or post.
- ◇ Lead on Standing Order acquisition, in order to convert occasional one-off donations to regular monthly (or quarterly/annual) planned giving.
- ◇ Lead on Gift Aid maximisation through the thanking process and through dedicated Gift Aid-sign up campaigns.
- ◇ Use the CRM database to segment appeals by type, audience, etc. and produce reports and statistics on income arising from each segment.
- ◇ Work with the communications team to produce high-quality Christian communications pieces such as the bi-annual Connect magazine.
- ◇ Take an active role in the implementation of other postal and digital appeals e.g. the Big Give Christmas Challenge, which is CPAS' largest annual appeal held at Christmas, through the national, online match funding campaign run by Big Give.
- ◇ Work collaboratively with the team to host Christian donor events (both physical and virtual) for supporters to learn more about the work of CPAS.
- ◇ Represent CPAS' Christian vision and values in all of the above campaigns, communications and events.

- **Donor relationships**

- ◇ Maintain focused and effective existing donor relationships, leading to increased donor satisfaction and levels of giving.
- ◇ Identify and drive lapsed donor re-engagement, and address falling donor gift values.
- ◇ Follow-up via phone and email, on warm prospects who have recently accessed a CPAS service, event or resource.
- ◇ Signpost individuals to relevant others particularly regarding major gifts and legacy pledges.
- ◇ Thank all one-off donors in a timely and effective manner and play a part in the annual thanking process for regular monthly/quarterly repeating donors.
- ◇ Maintain all donor relationships in a way that remains consistent with CPAS' Christian ethos and clearly represents CPAS Christian vision and values.



- **Data and reporting**

- ◇ Maintain accurate records of conversations had and outcomes on the CPAS CRM, including adding new people to CPAS mailings, etc.
- ◇ Maintain up-to-date individual donor information.
- ◇ Be proficient at database interrogation, with an ability to report individual income, trends and other data in a structured and intelligible manner. This will include delivering on Key Performance Indicators (KPIs) for donor income.

- **Compliance and ethics**

- ◇ Conduct all research and supporter engagement activity in compliance with CPAS' Privacy Policy, GDPR and the Code of Fundraising Practice.
- ◇ Ensure CPAS Christian fundraising is delivered to the highest ethical standards.

- **Represent CPAS to supporters and the public**

- ◇ Act as a key point of contact for CPAS supporters and the public, being a representative for CPAS and its Christian values and vision. This will include representing CPAS at conferences and other events, and engaging with a range of senior stakeholders.

OTHER REQUIREMENTS

- Contribute to the spiritual culture of the team and participate in the prayer life of CPAS.
- Participate fully in the corporate Christian life of CPAS as requested.
- Occasional UK travel, including attending conferences and events. This could require residential stays. A full, clean UK driving license is essential.



PERSON SPECIFICATION

KNOWLEDGE AND EDUCATION

Essential:

- Qualified to degree level (or equivalent by experience).
- Proven knowledge of Supporter Relations.
- Excellent working knowledge of CRM systems.

Desirable:

- A fundraising and communications qualification, or equivalent e.g. Finance, Sales.
- A good knowledge of evangelical churches and church leadership, ideally within the Church of England.
- A good knowledge of charities and professional fundraising practice.
- A good working knowledge of Microsoft Office systems.

SKILLS

Essential:

- Strong relationship building and influencing skills.
- High standard of written and spoken English.
- Able to analyse complex data in a structured and intelligible manner.
- Able to drive new donor acquisition, follow-up on leads and enquiries.
- Good telephone skills, confident in taking donor calls/enquiries.

EXPERIENCE

Essential:

- Experience of delivering fundraising or sales targets in a relational way.
- Experience of dealing with customers/clients in a front-facing role.

Desirable:

- Experience of analysing trends in individual income fundraising and legacy fundraising.

PERSONAL QUALITIES

Essential:

- A flexible and enthusiastic team player.
- Able to thrive in a target-driven culture.
- Committed to a relationship-led approach.
- Proactive, able to take initiative and work autonomously.
- Committed to high standards of customer service, efficient delivery and clear communication both spoken and written.
- A committed Christian, an active member of a local church and in agreement with the [CPAS Basis of Faith](#)*.

*CPAS is a Christian agency, working to support churches across the UK and Republic of Ireland. Due to the nature of the role there is an Occupational Requirement that the postholder is a committed Christian under Part 1 of Schedule 9 of the Equality Act 2010, an active member of a local church, and in agreement with the [CPAS Basis of Faith](#).



TERMS AND CONDITIONS

1. **Location:** The role will be based in the CPAS offices in Coventry. CPAS has a flexible working policy and it may be possible to work from home up to two days per week, subject to making an application.
2. **Salary:** £27,701 per annum, subject to an annual pay review.
3. **Contract:** This is a permanent appointment. It is subject to an initial six month probationary period and the usual ongoing CPAS appraisal process.
4. **Pension:** CPAS provides a pension scheme with a minimum of a 4% matched contribution to the Church of England Lay Workers Scheme. It is possible to increase this to 9%.
5. **Hours of work:** This is a full-time appointment of 37 hours per week. CPAS operates a flexible working policy.
6. **Holiday:** Annual leave entitlement is 33 days. This entitlement is inclusive of bank and public holidays, and there are, in addition, three days of paid leave between Christmas and New Year when the CPAS office is closed. The holiday year begins on 1 January each year.
7. **Employee Assistance:** CPAS provides free access to Health Assured, the employee assistance programme.
8. **Start date:** To start as soon as possible.
9. This post will be subject to a Basic DBS check and all staff are expected to undertake safeguarding training and be able to articulate how their role supports the safeguarding culture within CPAS.

You must have evidence of your right to work in the UK.

HOW TO APPLY

Please complete the application form and ensure you demonstrate how you meet the requirements of the person specification. Please also complete and return the Declaration of Suitability form. Please note we cannot shortlist your application unless you supply the additional information.

Applications should be sent by email to recruitment@cpas.org.uk.

CLOSING DATE AND INTERVIEWS

Applications will be reviewed on a rolling basis and interviews scheduled as appropriate. Early applications are encouraged.

If you have any questions about the role or about CPAS, don't hesitate to get in touch with David, our Head of Fundraising and Communications at dskoppek@cpas.org.uk.

