



## JOB DESCRIPTION & PERSON SPECIFICATION

# CORE TEAM MEMBER/S

Supporter Engagement Lead

Fundraising Lead

Communications and Design Lead

### JOB TITLE:

Supporter Engagement Lead (and/or)  
Fundraising Lead (and/or)  
Communications and Design Lead

Depending on the skills and experience of the successful candidate(s) the role will be one post covering all tasks or a combination of the three key areas we are looking to develop (therefore up to 3 posts).

### CONTRACT TYPE:

Freelance

### HOURLY RATE:

£15

### RESPONSIBLE TO:

Operations Manager

### ESTIMATED HOURS TO FULFIL RESPONSIBILITIES:

Total of 12 hours per week for the 3 roles (4 hours per week per role) - flexible arrangements

### POSSIBLE LOCATIONS:

Remote working. Willing to travel to meetings in Worthing and events in the UK. Possible need for occasional visits to partner organisations internationally.

# ROLE DESCRIPTIONS

## KEY RESPONSIBILITIES:

### Supporter Engagement Lead

#### STRATEGY

- Developing strategy around supporter journey.
- Networking in order to recruit supporters/volunteers/champions

#### SUPPORTERS

- Ensuring supporters sign-up at events.
- Ensuring supporters are logged on a database.
- Managing the CRM database to ensure it is up to date.
- Providing content to the Communications & Design Lead so they receive regular email contact.
- Ensuring supporters receive opportunities to give/volunteer/become a champion.

#### VOLUNTEERS

- Recruiting volunteers
- Managing volunteer induction and training
- Volunteer training pre-events
- Managing volunteers during events
- Obtaining volunteer feedback
- Specific volunteer emails/communication
- Arranging volunteer thank-you events/gestures

#### CHAMPIONS

- Identifying and recruiting champions
- Specific champion emails/communication
- Planning and delivering champions events ½ yearly.
- Arranging champion thank-you events/gestures

#### GENERAL

- Ensure compliance with the policies and procedures of Pursuit and the requirements of relevant external bodies.

## KEY RESPONSIBILITIES:

### Fundraising and Events Lead

#### PARTNERSHIPS

- Researching, networking and facilitating links with organisations who could support Pursuit, such as churches, businesses, community groups etc.
- Maintaining relationships with partnerships so they remain active supporters

#### EVENTS

- Planning and organising events that raise the profile of Pursuit and generate potential financial support
- Liaising with the Supporter Engagement Lead in the successful practical delivery of events
- Supporting the Founders at events

#### GRANTS

- Researching and applying to suitable grant making bodies for financial resources
- Providing reports and updates to funders
- Liaising with the Finance Officer around grant funding and tracking expenditure

#### GENERAL

- Ensure compliance with the policies and procedures of Pursuit and the requirements of relevant external bodies

# ROLE DESCRIPTIONS

## KEY RESPONSIBILITIES:

### Communications and Design Lead

#### WEBSITE

- Ensuring the content is up to date and the site is functioning effectively
- Ensuring that the website integrates with other platforms used by Pursuit in relation to donations, supporter journey and purchases
- Responding to messages via the Contact Us page

#### EMAIL

- Create and send out regular emails to supporters
- Create and send out special events, campaigns and urgent news/prayer request emails
- Monitor the effectiveness of email campaigns and produce reports accordingly
- Ensure mailings link effectively with the platforms used by Pursuit
- Responding to emails sent to the 'contact@pursuit' email address

#### SOCIAL MEDIA

- Create and deliver social media content and campaigns
- Monitor the effectiveness of email campaigns and produce reports accordingly

#### CAMPAIGNS

- Lead on Pursuit campaigns such as our annual Christmas campaign

#### STRATEGY

- Develop the strategy around communications
- Implement appropriate parts of the strategy and report on overall strategy effectiveness

#### DESIGN AND PRODUCTION

- As brand guardian, ensure branding guidelines are followed across the organisation
- Create or commission materials, resources and merchandising for Pursuit and ensure its distribution and effective use

#### GENERAL

- Ensure compliance with the policies and procedures of Pursuit and the requirements of relevant external bodies.

# PERSON SPECIFICATION

## THE SUCCESSFUL FREELANCE CANDIDATE WILL STRIVE TO EMBODY OUR PURSUIT VALUES:

### WE ARE RELATIONAL:

We put the needs of others before ourselves and are stronger when we work together.

### WE ARE INNOVATIVE:

We will be creative in our approach, not letting the fear of making mistakes stop us from trying something new.

### WE ARE DIGNIFYING AND RESPECTFUL:

Our words and actions have power. We treat everyone with dignity and respect, recognising that we all add value with equal worth.

### WE HAVE INTEGRITY:

We tell the truth and are open about our motivations. We will be good stewards of what we have, strive to act ethically and take our social responsibility seriously.

### WE ARE LOVING:

We will show grace and perseverance in all that we do. We believe in countless second chances and dedicate ourselves to a love that goes the extra mile.

## THEY WILL BE PASSIONATE ABOUT:

- The deep importance of belonging; recognising the power of strong, healthy attachments
- Fighting the injustice that an estimated 1,500,000 children are growing up in residential care in India
- Seeing children and young people thrive
- Resourcing and equipping care-givers of all kinds, to ensure that the children under their care belong and thrive
- Embedding young people and their care-givers in a loving community, where the whole family can be cared for and supported.

## THEY WILL BE EXCITED BY THE OPPORTUNITY TO:

- Be a part of something that makes real and lasting change in the lives of vulnerable people
- Use their skills, gifts and experience and bring to the team innovation, best practice and enthusiasm.
- Find creative solutions to address challenges
- Engender effective partnerships with our stakeholders
- Create and develop relationships and work collaboratively with others .

# PERSON SPECIFICATION

**KEY:**

[SJ] = Supporter Journey role

[F&E] = Fundraising & Events role

[C&D] = Communications & Design role

Other statements without initials in brackets are relevant for all roles

ATTRIBUTE/SKILL	ESSENTIAL	DESIRABLE
<b>EDUCATION/ QUALIFICATIONS</b>	'A' Level or equivalent education or qualifications.	Masters or equivalent experience. Evidence of recent further professional development.
<b>EXPERIENCE</b>	Working effectively in a small team Working as a volunteer Experience of fundraising and events [F&E] Delivering tasks/objectives to an agreed timeframe Reporting on your area of work or responsibilities Working within a budget Working in a charity, church or Christian organisation [F&E].	Working in a charity, church or Christian organisation Managing volunteers Managing staff Management of finances [F&E] CRM database experience [SJ] Events organisation or management [F&E] Project team role or project management experience, with reporting and evaluation Strategy development and/or implementation Visited India.
<b>SKILLS/ABILITIES</b>	Ability to build rapport quickly Able to communicate passionately about Pursuit in a way that inspires others to take the next-step in their support Good administration, planning and organisation skills to ensure tasks and opportunities are managed effectively Good communication skills and the ability to collaborate with other roles within the team Ability to build and maintain successful partnerships Ability to negotiate, influence and positively contribute to the work and outcomes of the charity Problem solving skills to overcome challenges Able to mobilise and motivate volunteers Proficient in Word, Excel and other IT systems such as Google drive. Proficient in using design software to produce communications content [C&D] Ability to work autonomously Ability to self-motivate Research skills [F&E] Ability to update website and provide content to social media platforms [C&D].	Track record of delivering quality services Good knowledge and understanding of the charity sector Website creation [C&D] Photography, video production and creative writing [C&D] Able to understand accounts and financial statements [F&E].
<b>PERSONAL QUALITIES</b>	Be in continual 'pursuit' of growing in our values: We are relational, innovative, dignifying and respectful, act with integrity and love Teachable and willing to reflect, learn and grow in the role and team Fully comfortable with the Christian ethos of Pursuit and its engagement with Christian organisations and supporters from churches.	Active in Christian faith and practice, and part of a local church.