



Proclamation Trust

Candidate Information Pack
Marketing & Admissions Manager

‘Lifelong Bible training partnership’

www.proctrust.org.uk

Our vision:

The fundamental conviction underlying the work of the Proclamation Trust (PT) is that when the Bible is taught faithfully God's voice is heard clearly. Expository Bible teaching is vital to the life and growth of the church, so is at the front and centre of all we do.

We aim to train Bible teachers, whether full-time, part-time or those doing it in their spare time, so that they can teach it faithfully to others. We encourage one another to be faithful to the text and believe in a radical Bible-centricity.

We also offer a lifelong learning partnership and seek to provide a fellowship of like-minded evangelicals across the denominations for encouragement in an exacting work.

You can find out more about our vision and work on our website: www.proctrust.org.uk



The role:

We are looking for someone to lead and coordinate our marketing and student recruitment strategy as an integral part of our management team.

Two key elements of this will be: 1) to work with the Supporter Engagement Officer to project manage our fundraising appeals; and 2) to drive our Cornhill recruitment through engagement with networks and churches in conjunction with the teaching staff. The successful candidate will champion the Proclamation Trust and be responsible for promoting the work across networks, through conferences and direct marketing.

Two key strategic goals for PT on which the candidate will have a significant influence are:

- to grow our supporter base and to recruit and retain donors, in order to maximise income
- to grow the number of students applying for and completing The Cornhill Training Course

We are looking for someone with experience who is creative and entrepreneurial as well as collaborative and excellent at creating and managing relationships both internal and external.

The post holder will work closely with other members of the team, as well as the Trustees as needed, on both the supporter cultivation and student recruitment elements of the role. In addition to promoting the charity, it will be a goal to create a sense of community among supporters.

Core Responsibilities



Marketing/admissions:

- Developing and deepening relationships with alumni and others who are part of the PT community to demonstrate (directly and indirectly) the impact of supporting PT through regular communications.
- Ensuring visibility at events to grow the contactable potential supporter base /student base and mobilising members of the staff team to assist with this.
- Working with the PT Director and teaching staff to promote PT across different networks and recruit students into The Cornhill Training Course from those networks.
- Regularly and appropriately soliciting financial support through giving appeals that ensure the retention of existing donors and acquisition of new and lapsed donors.
- Identifying (sending and receiving) churches, other Christian organisations, and grant awarding bodies that have mission alignment with PT and proactively developing relationships with them and their leaders in order to secure potential students and financial support for the work of PT.
- Promptly processing gifts received and appropriately thanking and stewarding those who make a financial gift to PT.
- Providing administrative support for all aspects of student recruitment and fundraising at PT including: database/CRM management, marketing campaigns; support for Trustees and other team members involved in fundraising activities.
- Maintaining the profile of PT through appropriate marketing, social media and other outreach activities to encourage both student and supporter recruitment.
- Organising & running Cornhill open mornings.
- Dealing with Cornhill admission enquiries.
- Liaising with the Cornhill Administrator regarding applications.

General:

- To participate in the daily staff prayer meeting & regular whole staff meetings.
- To participate in the performance and development review process, taking personal responsibility for identification of learning, development, and training opportunities in discussion with line manager.
- Comply with all **Trust policies and procedures**, including the Code of Conduct and those relating to safeguarding, equal opportunities, health & safety, confidentiality and data protection, reporting concerns to an appropriate person.
- Contribute to the overall **ethos, work and aims** of the Proclamation Trust.

Skills and Experience



A committed Christian and a clear communicator, the post holder will have strong administrative skills and a proven ability to manage a dynamic workload effectively. A team player, the post holder will also be able to work independently, be well-organised and responsive to all forms of communication and externally facing in their day to day work in order to build genuine relationships that will grow over the long term. This position will suit someone who is a strategic thinker, who takes pride in their work, and enjoys being part of a small and enthusiastic team that is committed to growing and securing the impact of PT nationally and internationally.

The successful candidate will have:

- A mature faith in Christ, seeking to grow in wisdom and godliness.
- Experience of working in a similar role (fundraising, marketing, and or relationship management) with clear evidence of transferable skills.
- Previous experience of engaging with a wide range of stakeholders to develop a sense of community.
- Outstanding interpersonal skills and strong oral and written communication skills.
- The ability to work independently towards long range targets and able to work as a member of a consensus-seeking team.
- Organised and effective project management skills, with the ability to manage multiple needs and assignments in a fast-paced charity setting to deliver strong outcomes.
- Genuine commitment to the mission and vision of the Proclamation Trust and ability to articulate the importance of the organisation's work to a variety of audiences.
- Proficiency with Microsoft Office and Google office suite and confident with using technology.
- Demonstrable commitment to working in an inclusive way.
- The ability to maintain a high level of confidentiality and integrity.

Not sure that you tick all the boxes?

While this job description is an outline of the ideal candidate, we would not necessarily expect one person to have all the skills and experience required. If you fulfil many of the criteria, with a willingness to learn through working alongside others, we would like to hear from you.

Other information

Due to the nature of the role, it is a genuine occupational requirement that the post holder is a committed evangelical Christian who fully supports the objectives of the Proclamation Trust.

The Proclamation Trust is committed to safeguarding adults at risk, and children from abuse and neglect. We expect all staff who work with us to share this commitment.

The Proclamation Trust is a charity registered in England and therefore applicants must have the right to work in the UK.

Terms and conditions

- The Marketing Manager will be line-managed by, and report to, the Director of the Proclamation Trust.
- Permanent role - full time or part time would be considered depending on the candidate.
- The salary will be in the region of approximately £40,000 (FTE). This will be reviewed on an annual basis.
- Employer pension contributions of 5% of salary with the option for employee contributions.
- Death in service benefit of four times salary.
- 25 days holiday per annum (pro-rata if part time) plus bank holidays & Christmas shutdown.
- The role is based at our offices in Elephant & Castle in London with some working from home flexibility.
- Start date - as soon as possible

To apply

Please send us a completed staff application form ensuring that you explain how your skills and experience are relevant, and why you are the ideal candidate for this post.

Email: kate.peters@proctrust.org.uk

Closing date for applications: Wednesday 24th April, noon.

If you are interested, please apply as soon as possible as we may interview candidates prior the closing date.

If you have any questions or would like to visit us, please contact Kate Peters via the email address above or telephone 020 7407 0569.